

AMERICAN

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MARSHLANDS • VERTICAL INTEGRATION

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

61st Annual Meeting American National Cattlemen's Assn., Oklahoma City, Jan. 6-8



DECEMBER 1957



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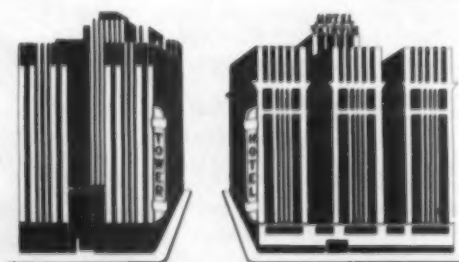
Welcome!

AMERICAN
NATIONAL
CATTLEMEN'S
ASSOCIATION

Convention Headquarters

THE
Skirvin
HOTELS

JANUARY 5-8, 1958



Park Avenue at Broadway, Oklahoma City
Telephone Central 2-4411 • Teletype OC532
DAN W. JAMES, President and General Manager

Letters To The Editor

PEPPY GROUP—We have a very active CowBelle group in Springville with Mrs. Helen Spofford as president. She is full of good ideas. Why don't we have a special-shape bell for our emblem? I really enjoy the beef recipes. Thanks.—Mrs. Ed Averett, Springville, Utah.

GOOD SEASON—We have had a good season in this area.—G. Raymond Hall, Afton, Wyo.

PLENTY RAIN—There's plenty of rain in this section. . . . Keep the good work going.—D. L. Nelson, Spokane, La.

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(PHONE AMHERST 6-2330)

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DAVID O. APPLETON Editor
ROY W. LILLEY Business Manager

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Assistant Traffic Manager—Calvin L. Blaine, Phoenix, Ariz.

Membership dues in the American National Cattlemen's Association: 7 cents per head of cattle owned, \$10 minimum, annually.

AMERICAN CATTLE PRODUCER

The Lookout

Prices for cattle will likely average as high or higher in 1958 than this year, says USDA. Prices for hogs may be nearly as high in the first half but will be appreciably lower by the fall. Prices of sheep and lambs may not change much from 1957. Prices thus will continue generally higher than in 1955 and 1956. Prices of each species have been higher in 1957 than in those years, reflecting reduced production and sustained demand. Accompanying higher prices in 1957 are record harvests and declining prices of feed. This gives a strong stimulus to expanded livestock production.

Abundant feed will encourage a high volume of cattle feeding this winter and probably will result in feeding to very heavy weights. As another consequence, it may help to slow down the present downswing in cattle numbers, and to cut it short. But the numbers decline which began during 1956 is continuing in 1957 and probably will last another year or two. Slaughter can be expected to decrease longer than inventories—possibly a couple of years longer. Generally rising prices for cattle can be expected during most of this period, provided consumers' incomes and demand for beef remain high.

Feeder cattle have moved into feedlots later in 1957 than they did in 1956. Although they are heavier and will not require as long feeding, they may not be ready for market by the time most of the old-season supply of long-feds has been moved. An interval of smaller supplies and higher prices of fed cattle thus may elapse before seasonal increases in supply and declines in price begin. The seasonal price low, which has frequently been in February, may be later in 1958.

Profits in feeding may be at least average, despite higher prices paid for feeder cattle this fall. Lower priced feed will reduce costs of feeding while prices for fed cattle will be strengthened by a smaller cattle slaughter expected in 1958. Slaughter will include almost as many steers as in 1957, but fewer cows and heifers due to withholding for herd expansion.

Production of hogs has started upward. A reduced slaughter of lambs in the summer and fall of 1957 indicates interest in rebuilding sheep herds. But the number of sheep and lambs to be fed for the winter and early spring market is expected to be less than last year. Several states may feed more than a year earlier, others less, with the net result a decrease. Total meat production in 1958 may be about the same as in 1957. Beef output probably will decrease. The expected increase in pork will be largely confined to the latter part of the year. Beef consumption is forecast at 81 pounds for 1958 compared with 84 pounds in 1957; pork is put at 64 pounds as against 62; total meat, 158 pounds as compared with 159 in 1957. Retail prices of beef may average slightly higher in 1958. Pork may be about the same as 1957 during the first half of 1958 but lower in the second half.

Trends in prospect for 1958 include: Government expenditures (federal, state and local) may remain at about current levels; outlays by state and local governments will continue to increase for schools, roads and other facilities; federal spending may decline from recent levels in the current fiscal year ending next June, but spending for agricultural programs are scheduled to be higher. It may be that the export balance and the business investment sector will not be as strong forces in the economy over the next year as in the past year. The housing situation is likely to improve. The consumer sector should be strong.

Barring new developments, it is probable, therefore, that we face little change in total demands on the economy next year or in the demand for food. Increased buying by the consumer and spending by state and local governments could well offset prospective reduction in outlays by the federal government and by business for investment purposes.

A Cordial Welcome




TURNER RANCH extends a warm welcome to members of the American National Cattleman's Association. May your visit in Oklahoma during your 61st annual convention be a memorable one.

And an Invitation

Plan to visit TURNER RANCH and the Hereford Heaven area where you will also be more than welcome. Every effort will be made to make your visit pleasant and rewarding.

Transportation will be arranged at your convenience during the convention for a tour of this world-famous Hereford area on January 10.





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TURNER RANCH - SULPHUR, OKLAHOMA

Call for Convention

TO MEMBERS OF THE AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION, AFFILIATED ASSOCIATIONS AND STOCKMEN GENERALLY.

Call is hereby issued for the 61st annual convention of the American National Cattlemen's Association, to be held Jan. 6-8, 1958, at Oklahoma City, Okla., with headquarters at the Skirvin Hotel.

There will be an executive committee meeting Sunday evening, Jan. 5, at the Skirvin Hotel.

The time has come when it is not enough for cattlemen just to meet to discuss the past and present. We must now consider also the future. In this era of nuclear fission and space flights, our industry also faces new developments. Though less spectacular, these could shake the industry's foundation, reconstruct its economy.

What are some of these developments? How will they affect us, and what can we do to turn them to our benefit and the benefit of the consumer and the nation? Consider the following:

Vertical Integration: Is it a blessing because it promises increased efficiency and reduced cost? Or is it a curse that will whittle away the independence we stand for, the independence to make our own decisions?

Tenderization: What will be the eventual effect on the feeding industry of this artificial factor?

Decentralization of Processing: How will the savings in transportation costs envisioned here affect competition in the buying of the live product?

These and other developments loom large for the future.

But this is not to say that the American National has been asleep at the switch. At last year's convention we recognized the need for a look into the future. We set up the fact-finding committee. It is even now studying cause and effect of economic changes that face the industry.

In the Call for Convention a year ago, I said that the Department of Agriculture's five-year outlook was on the bright side. Happily, that prognostication, at least until now, is proving true. The drouth is broken, except in isolated areas. Cattle numbers are down both in total number and in the feedlots. Prices are improved. In some casts they are up \$6 to \$7 per cwt. over a year ago. Forecasters predict that, with continued good demand, prices next year will hold or even improve.

We can therefore go into our convention and the coming year with improved optimism and confidence.

Legislation: With elections due in the fall the coming session of Congress is certain to be exceptionally active. Both parties will be sparring for the position that will win votes. Agricultural programs, always a political trophy, will take on new luster, and the efforts to show off to constituents are sure to be superhuman.

Action on several vital issues was put off last year

to be resolved in the coming year. Among them are the reciprocal trade agreements law under which our already low tariff structure could be further reduced . . . and major changes in the faltering price support programs.

Soil Bank and Price Supports: One person's guess is as good as another's as to what will be offered to revitalize, improve or replace the discredited soil bank, price support and production control plans.

The administration is reportedly working on a new scheme, as are a new group of commodity organizations and the old-line farm organizations.

The wisdom of the cattle industry in staying out of such entanglements continues to be demonstrated. Witness again the ready response of the cattle market to a closer balance in the supply and demand ratio. Price supported commodities, laboring under the heavy load of stocks in government storage and continued overproduction, are caught in a trap.

Foreign Trade: After a few preliminary skirmishes early in the past session of Congress, opposing forces on the issue of freer world trade and lower tariffs settled into a sort of undeclared truce to save their ammunition for an all-out show-down in the spring when the reciprocal trade agreements act expires.

Administration (low-tariff) spokesmen have already called for a five-year extension of this law, which can mean only further reductions in tariffs. However, it is generally agreed that the opposition (including the American National) is gathering strength, and it may yet put a halt to the constant tariff trimming.

Low beef and cattle prices in the United States during 1956 made our market unattractive to foreign producers, and imports dropped to low levels. In fact, at times we even exported beef. But improved prices in 1957 stimulated imports, and they look frighteningly high compared with recent low figures. Although imports have not returned to anything like pre-1952 levels, this situation bears close watching.

The administration is expected to push for congressional approval of U. S. membership in OTC (Organization for Trade Cooperation). This must be opposed. To join that organization would be tantamount to turning control of our tariff policies over to an organization in which the U. S. would have only one vote, and that by an appointed rather than elected official.

The New Interstate Highways: This new system of limited-access roads is creating many problems for ranchers along the right-of-way. In some cases the road plans would cut the heart out of ranching properties; in other cases limited access and crossways will isolate large areas of grazing lands.

A conference on this important matter is scheduled, at which each state association, the National Highway Users Conference, and perhaps the federal highway department will be represented.

Beef Promotion: Despite strong efforts on the part of the National Beef Council and the legislative committee of the American National, the legislation to

(Continued on Page 11)

THE 'NATIONAL' At Work

BEEF GRADING: Twenty-four meat and livestock experts joined the beef grading study committee in Chicago Nov. 25 to discuss the conformation requirements in federal beef grading. Chairman Dean Brown explained that the meeting of ranchers, feeders, packers, federal officials and breed association leaders was part of the committee's effort to arrive at practical recommendations for convention consideration at Oklahoma City.

FACT FINDING: Long-range "operating procedures" for the new fact finding committee were made in St. Louis Nov. 23-24 when the committee met with Prof. Herrell DeGraff, research director. Dr. DeGraff of Cornell University will outline the committee's objectives and plans in a major convention address, Chairman John Marble explained.

BEDDING CHARGES: Traffic Manager Chas. E. Blaine has protested against proposal by the Pacific Coast Freight Bureau to up charges for bedding livestock to \$5 for single-deck cars and \$10 for double-deckers. The increase would apply to the mountain-Pacific area.

BLUE RIBBONS: The American National awarded its leather blue ribbon to Arthur Godfrey, television and radio star, for "outstanding contributions to better public understanding of the cattle and beef industry." A second ribbon was awarded to C. A. Reynolds, president of the National Cowboy Hall of Fame, for "conceiving and supporting the move to bring recognition to the men who built the cattle industry."

CAPITAL GAINS: Internal Revenue regulations governing capital gains have been amended as a result of recommendations of the National Live Stock Tax Committee. The new rules clarify and broaden the capital gains application in disposition of breeding animals because of accident, disease and sterility, in sales of breeding herds, and remove restrictive implications in the definition of registered breeding animals and replacements. Stephen H. Hart, attorney for the committee, said these amendments should be a real help to those producers whose legitimate claims for capital gains are being disputed by certain revenue agents.

REFUNDS: An average of \$66 per shipper was refunded through the freight bill auditing service provided by American National Traffic Manager Charles E. Blaine to stockmen using the service during October. If members of the American National or affiliated organizations want their freight bills audited for possible inadvertent overcharges, they should send them to the association at 801 East 17th Ave., Denver 18, Colo.



Portrait of F. E. Mollin, retired secretary of the American National Cattlemen's Association, which was hung permanently in the Saddle and Sirloin Club, Stock Yards Inn, Chicago. Artist is Joseph Allworthy of Chicago. Mr. Mollin served as executive secretary of the American National from 1929 to 1956 when he retired. He maintains the position of treasurer and consultant.

Cattle on the Conejo

J. H. (Joe) Russell of California has written a very readable book about "Cattle on the Conejo." This isn't actually an autobiography, but it has the warm personal feel that can only be given to the printed page when the author has lived the times and things he writes about. Mr. Russell does it with a pleasant, unpretentious style that helps you share intimately in the variety of his experiences, and it is well that they have been thus preserved.

Early in the book, Mr. Russell says: "While I do not claim to have made history, I have seen history made"; and what he has seen, he has recorded well: "I have seen the south side of the San Fernando Valley grow from one big ranch, owned by one company with six ranch headquarters, to a population of tens and then hundreds of thousands of people. I have seen 200 head of horses, owned by a single company, drawing plows in a field within 15 miles of the heart of Los Angeles. And I have seen harvester after harvester, each pulled by 26 to 32 head of horses, in the same field. This will never be seen by one man again."

One chapter is titled "Fleas, 25-Cent Meals, Snakes and Witches," which should indicate that the little volume is not without its humor. Another discusses "A Cowman and the Movies"—material which first appeared in the PRODUCER some years ago. Mr. Russell talks, too, about "Romance on the Range," and of "The Dry Years." Those who have lived through the times described will re-live them with Mr. Russell; the younger folk should enjoy them too.

Joe Russell is well known to many

THE PUBLIC... AND YOU

BY
LYLE LUGGETT

If any rancher or CowBelle doubts that an individual can stimulate widespread interest and support for a worthy activity on behalf of the cattle business meet Ida Mae Atchinson.

Ida Mae—Mrs. Al Atchison of Colorado Springs—is well known to most of the industry for her outstanding activity in beef promotion. For instance, she was the star of a beef-cookery television program during the Phoenix convention, and she has regularly plugged beef on a popular women's program in her home town.

Not so well known is Ida Mae's work in popularizing leather. She was not only interested in the traditional uses for leather, but she has sparked countless new ideas for putting that "by-product to work."

Many months ago Ida Mae appealed to the American Hereford Association to encourage awarding of leather ribbons and awards—instead of silk or silver—at fairs and cattle shows. The idea caught on slowly because it was admittedly a break in tradition. So Mrs. Atchison set out to demonstrate that leather, properly used, was as beautiful and adaptable for award use as any other mineral or fiber known.

And, as secretary of the Colorado Hereford Association, she put into practice what she found, arranging for luxurious leather gifts, properly inscribed, to be awarded at the Colorado State Fair and at other cattle events. The carved desk sets, scrapbooks, wallets and other awards have drawn considerable interest and comment throughout the West.

Her enthusiasm sparked other groups into action and gave considerable encouragement to the American National, the American Meat Institute and the Tanners' Council to continue on with their long-standing campaigns to see that leather gets the attention it deserves.

Countless new items of leather have been devised by ingenious craftsmen who have been stimulated into renewed vigor by the interest rapidly building up throughout the West and among those who love fine things but who might have overlooked leather.

Examples are too numerous to list, but here are some which will do much to remind folks that leather is long-lasting luxury: Leather Christmas "cards", beautifully printed on fine calfskin; thin leather "calling cards" for a busy traveling man; leather-bound picture frames; leather-covered light switch plates and desk-set items.

So Ida Mae Atchison has personal proof that there is no limit to what personal enthusiasm and determination can bring.

members of the American National; he is a brother of Hubbard Russell, a former National president.

You may order from American Cattle Producer, 801 East 17th Ave., Denver 18, Colo. (Price \$3.)

61st in Oklahoma City



The program of events at the American National Cattlemen's Association convention in Oklahoma City, Okla., is as follows:

Jan. 4—Tour for members of research, feeder and other committees to Fort Reno experiment farm and research facilities.

Jan. 5—Registration; special committee meetings. At 7 p. m., meeting of the executive committee and reception for ladies, both at Skirvin Hotel.

Jan. 6—Registration. Headquarters hotel will be the Skirvin and major meetings will be held in the Municipal Auditorium. Sessions will open at 9 a. m.

Invocation will be by Dr. C. Q. Smith, chancellor of Oklahoma City University. Welcoming addresses will be by Mayor Allen Street, Governor Raymond Gary, and J. K. Haley, Mountain View, Okla., president of Oklahoma Cattlemen's Association. Response will be by Brooks Keogh, Keene, N. D.

In the forenoon also will be President Don Collins' (Kit Carson, Colo.) address, Secretary Radford S. Hall's (Denver) report, and an address by Rev. William "Bill" H. Alexander, First Christian Church, Oklahoma City.

At noon a ladies' luncheon and entertainment is scheduled.

Committee meetings will start at 2 p. m. at the Skirvin Hotel and Skirvin Tower.

Jan. 7—The general session will be held at the auditorium at 9 a. m. Addresses will be by:

John A. Logan, president, National Association of Food Chains, Washington, D. C.;

Larry Hilaire, president, American Restaurant Association, Portland, Ore.; Porter M. Jarvis, president, Swift and Co., Chicago;

Don Paarlberg, assistant secretary of agriculture, Washington, D. C.

The general session reconvenes in the Auditorium at 1:30 p. m., with the following addresses slated:

J. Bracken Lee, chairman, for America, Salt Lake City;

Professor Herrell DeGraff, Cornell University, N. Y., director of the association's fact-finding committee.

This will be followed by a governor's panel, with Roy J. Turner, Oklahoma City, acting as moderator.

At 4 p. m. there will be groundbreaking ceremonies for the Cowboy Hall of Fame at the site of the planned building. At 6 p. m.—a barbecue; at 8 p. m.—a premiere showing of "Cowboy."

Jan. 8—The general session will be held in the auditorium starting at 9 a. m., with reports by:

Edwin Karlen, president, National Beef Council, Columbia, S. D.;

Mrs. M. E. Trego, president, American National CowBelles, Sutherland, Nebr.;

Dale Robinson, president, Junior American National Cattlemen's Association, Ralph, S. D.

Following this will be the committee reports including the resolutions com-

mittee report and election of officers.

In the evening at 7 o'clock the annual banquet and stockmen's ball will be held.

Jan. 9—General convention tour to Fort Reno.

Visitors to the convention will have an opportunity to see one of the West's largest and most active livestock research centers.

On Jan. 9 a special tour of the Fort Reno Research Station will take several hundred convention guests over part of the station's 5,500 acres of grassland and 1,000 acres of cultivated land and through much of the facilities where eight different studies are being made with a herd of 600 cows, 35 herd bulls and 200 calves. Studies under way include winter feeding, feedlot operation, dwarfism, breeding and cow-herd management.

The station, 35 miles west of Oklahoma City near El Reno, is operated jointly by the USDA's Agricultural Research Service and the experiment station of Oklahoma State University.

Members of the feeder, grading, fact-finding and research committees will have a "preview" visit to Fort Reno on Jan. 4.

Special breakfasts at the convention will include: The presidents' breakfast, Jan. 8; association secretaries' breakfast, Jan. 7; CowBelles' breakfast, Jan. 7; Juniors' breakfast, Jan. 7.

Several Oklahoma City cattlemen and livestock industry representatives will have leading roles in planning and conducting the 61st Annual convention of the American National Cattlemen's Association in Oklahoma City Jan. 5-8.

Former governor Roy Turner and R. T. Stuart, Jr., are heading the general convention committee. Other Oklahoma City men directing special committees include E. O. Derrick, Jack R. Houser and Harold Hutton.

Serving with them in arrangements for visiting cattlemen are Oliver Gaffney, Harley Custer, Glenn W. Faris, A. K. Mackey, O. L. Holderby, R. J. Cravens, Ralph O. Wright, Raymond Coit.

Larry Wilcox, Emmett Darby, Paul Davis, Bus Horton, Vernon S. Nicholson, Roy P. Stewart, Wayne Liles, Jack Stratton, W. R. "Bill" Hare, C. C. Armstrong, Jack Jessup, Jr., Donald Lee and Raymond Tipps.

Several Oklahoma City women are heading committees planning for entertainment of nearly 500 visiting ladies. They include Mrs. Bob Jessup, Mrs. Harold Mathias, Mrs. Jack Jessup, Mrs. Jack Houser, Mrs. A. K. Mackey and Mrs. Jim Simms. Mrs. J. B. Smith of Pawhuska, president of the Oklahoma CowBelles, is general chairman.

Members of the special committees include Mrs. Dick Jones, Mrs. Byron Cook, Mrs. Jess Cobb, Mrs. Harley Custer, Mrs. E. A. Faris, Mrs. Roy Turner, Mrs. R. T. Stuart, Jr., Mrs. Oscar Holderby, Mrs. Jack Jessup, Jr., Mrs. Bill Fisher, Mrs. Jack White, Mrs. W. R. Hare, Mrs. Ralph O. Wright and Mrs. Herb Ridley, Jr.

Chairman Turner emphasizes that the Oklahoma City convention is a state-wide venture, with the Oklahoma Cattlemen's Association and the Oklahoma CowBelles serving as host groups. Members of convention committees

are drawn from all sections of the state. They include:

Harmon Ehey, Ada; Mr. and Mrs. C. F. Mock, Jr., Altus; D. C. Fitzgerald, Jr., and Joe Forbes, Ardmore; Mrs. C. V. Word, Arnett; Mr. and Mrs. Claud Wallace, Atoka; William C. Doenges and Orval Guinn, Bartlesville; Mr. and Mrs. Ralph Barby, Otto Barby, Mrs. Raymond Mayo, Lloyd Barby, Jr., and Carlton Barby, Beaver.

Mrs. Dean Hester, Blanchard; Mrs. Jim Tracy, Carnegie; Mr. and Mrs. Roy Schoch, Cherokee; Mrs. Daisy Dunn, Cheyenne; Amos G. Ward, Claremore; Bob Hargrave, Clayton; Mrs. Jack Faulkner, Delaware; W. J. Dancer and Mr. and Mrs. Charles R. Dancer, Dewey; Mrs. Roy Fisher, Jr., Eufaula; Mrs. M. A. Jeffrey, El Reno; A. R. Larason, Fargo.

Mrs. Hal Cooper, Fort Supply; Mr. and Mrs. Henry C. Hitch, Jr., Guymon; Mrs. David Sylvester, Holdenville; Mr. and Mrs. George Borelli and Mrs. Irvin Bollenback, Kingfisher; Mr. and Mrs. Wayne Rowe, Mr. and Mrs. Ted Warkentin and Doodle Rowe, Lawton; Mrs. P. J. Baker, Lindsay; G. C. McMakin, Marietta; Mrs. Bob Baumann, Meers.

Mr. and Mrs. O. C. "Jack" Little, More; Mr. and Mrs. J. K. Haley, Mountain View; Mrs. Otto Davidson, Mustang; Mrs. Bryan Jennings, Norman; Clarke Moore, S. M. Moore, Mr. and Mrs. Bruce DeWitt, Clem McSpadden, Mr. and Mrs. Jim Todd, L. D. Watson and Connie Moore, Nowata.

Mr. and Mrs. J. B. Smith, Mr. and Mrs. Fred A. Drummmond, Bill Joe Culver, Fred E. Craddock, Wayland Smith, Jr., Mrs. Ben Culver and Mrs. Maebelle Kennedy, all of Pawhuska; Mr. and Mrs. L. W. Long, Jr., Rush Springs; W. R. Black, Jr., Seminole; Mrs. Charles White, Shattuck.

Mrs. Donald Kelley, Shawnee; Mrs. Bill Thompson, Sperry; Ed Lemons, Harold Dedrick, Lee Stevens and Glen Bratcher, Stillwater; Jim McClelland, Sulphur; J. C. Earls, Tecumseh; Mr. and Mrs. John L. Robertson, Jack Putnam, Carl Meyerdirk, Roy Hyatt, Mrs. W. E. Hays and Mrs. Fern King, Tulsa;

Mr. and Mrs. Joe Crow, Jr., Welch; John P. Taylor, Woodford; and Mr. and Mrs. Phil Ferguson, Woodward.

Transportation facilities to Oklahoma City include the Santa Fe Railway line. The company has listed for us the following typical fares:

Denver to Oklahoma City, round trip, \$49.65; family plan fare and return on Mondays, Tuesdays, Wednesdays or Thursdays, \$77.25.

Salt Lake City to Oklahoma City, round trip, \$83.25; family plan \$129.50.

San Francisco to Oklahoma City and return \$113.95; family plan \$181.85.

Seattle to Oklahoma City and back, \$118; family plan \$200.45.

Portland to Oklahoma City and return \$118.90; family plan \$195.40.

Spokane to Oklahoma City and back, \$105.40; family plan \$175.80.

Above fares subject to a 10 per cent tax.

The United Air Lines serving the southern California-Southwest area to Oklahoma City, operates five flights daily, including three nonstop trips, from Los Angeles to Denver, where connections for Oklahoma City can be made. Departures are at 6:30 and 8:35 a.m.; and 12:15, 7:15 and 8:20 p.m. Arrival at Denver for these flights is 11:30 a.m.; 1 p.m., 4:40 and 11:15 p.m., and 1:25 a.m.



Silver Crest Herefords

80 BULLS: 55 two-year-olds; 20 twelve to sixteen months old; 10 early 1957 calves.

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Vertical Integration

We hear a lot of talk about vertical integration in agriculture these days. What does it mean?

It is the extension of the effective area of control and responsibility by centralized management, according to Lowell S. Hardin of Purdue University.

He explains: In vertical integration, an integrator usually brings together dissimilar firms or businesses under his partial or total management and control. Integrated businesses thus transfer to the integrator at least part of their price, market or other risks, give up at least part of their managerial independence.

The objective: Greater earnings or profit through coordination, efficiency (more attractive consumer price, more advantageous price paid for raw product, lower costs of operation).

The means: Outright ownership (widely used in non-farming circumstances as automotive, petroleum industries), partial ownership, "package" contractual arrangements, voluntary associations, cooperatives, etc.

Examples of how it works in agriculture: Hatcheryman, feed dealer or poultry processor becomes integrator; may furnish feed, chicks, capital; may supervise production with his fieldman specifying what to feed, when to house, how to handle, when and to whom to deliver finished product. Grower may be guaranteed a stated return per bird or per pound.

Similar package contract deals, varying in detail, have been worked out between vegetable processor (integrator) and grower, feed supply or marketing agency and egg producer, cattle or hog feeder.

Big idea: Individual farmer producer surrenders right to make many over-all management decisions, maybe even ownership of product. He gains some security of market and/or income; may also receive credit or financing. Integrator takes on added management responsibility, gains greater control over volume, timing, quality of production.

Integration may tie together any two steps in supplier-to-producer-to-marketer chain; integrator may be the supplier, producer, processor, or distributor.

Among further detailed explanations of the advent of integration in agriculture, Mr. Hardin has this to say:

Integration in agriculture may be regarded as a natural development in a highly competitive, rapidly developing economy. Potentially it can (a) effect savings which can be achieved due to technical developments in production and marketing; (b) reduce risk and increase stability of income for certain efficient farm producers; (c) shift certain farm producers from the ranks of independent business men to the role of piece workers. (Whether this is good or bad will depend upon comparative earnings and the value placed upon independence); (d) help provide society with goods at lower prices.

Call for Convention

(Continued from page 7)

permit an automatic but voluntary deduction from accounts of sale on USDA posted markets for beef promotion and research failed of approval in the House by a relatively small margin.

The National Beef Council is now regrouping its organization to develop an effective program without benefit of such legislation through work to strengthen local and state promotion programs. The council has asked that the legislative committee of the American National take on the job of getting needed legislation through Congress.

It is encouraging to know that the beef promotion movement is making steady progress at the grass roots level, with several states already operating their own beef councils.

Beef Grading: Although it is a well established fact that the American National is solidly behind voluntary government beef grading, the special beef grading committee appointed two years ago has had a busy year studying proposals to improve the service. Its report will be received with special interest.

A highlight of its considerations has been the controversial proposal to eliminate conformation as a factor in the federal grading standards.

Late in the recent session of Congress a bill was introduced to provide for



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compulsory federal beef grading. This bill should receive careful study. It could have far-reaching effects if passed. We have always drawn a wide distinction between voluntary and compulsory grading. Experiences with compulsory grading under OPS and OPA certainly were not good. We already have compulsion in meat inspection to assure its wholesomeness. This should make compulsion in grading unnecessary.

Packers and Stockyards Act: Many and varied are the proposals to amend this act. They need careful study by the association.

One proposal would transfer all jurisdiction over trade practices of packers beyond the point of sale of the livestock from the Department of Agriculture to the Federal Trade Commission. This proposal, approved by a Senate committee, was opposed by the American National a year ago.

A counter-proposal, which has been approved by the House Committee on Agriculture, would make a distinction between various activities of packers and would specify which were to be supervised by the P&SY administration and which by the FTC. Generally speaking, all meat transactions would remain under P&SY, and other activities, such as in sporting goods, oleomargarine, etc., would fall under FTC, as would chain store operations.

This bill would also place all interstate transactions involving livestock under P&SY jurisdiction. Away-from-posted-yards deals are now technically under FTC, but that agency has not

exercised its authority in that field.

This transfer of authority in these country sales would also be accomplished by still another bill, sponsored by the Livestock Auction Markets Association, which is intended to modernize the P&SY act to include auction markets. Auctions were not a factor in the marketing picture when the P&SY act was passed in 1921.

Public Lands: The bill to establish a wilderness preservation system has not been heard of since the hearings last summer, but its supporters are planning to revive it. It needs watching.

After several years of comparative peace and good cooperation, there are signs that the Forest Service is again moving forward in some areas with unnecessary cuts in grazing privileges and a tendency to favor recreation and wildlife over the more productive uses of forest lands. Forest Service officials will meet with the forest committee, and I hope wisdom will prevail, so that the multiple use principle can work for the good of all, including the 170 million citizens of the United States who benefit from the production of food and fiber on the public lands.

Cowboy Hall of Fame: There will be ground-breaking ceremonies at the building site of this shrine. This will be an occasion you will long remember and always be proud that you were present at the beginning of construction of this monument to the colorful men that built into our cattle business the strength of character that still makes it stand out above all others as

the leading exponent of free enterprise and self government.

Committees: The feeder committee is working with the USDA to improve and make more frequent the official estimates of cattle on feed and other reports. The research committee has made progress with its program of cooperation with experiment stations to provide more research on cattle problems and more widely to disseminate the information derived from that research. All standing committees will report on their deliberations on subjects too numerous to mention here.

Traffic Manager Charles E. Blaine will report on the several cases upon which he has been working. At a hearing a few weeks ago one of the railroads indicated it would ask for another increase in freight rates. Mr. Blaine may be able to report more on that by convention time.

Elsewhere in the Producer you will find the complete schedule of speakers. Each is a man who has achieved unusual prominence in his chosen field. Most are leaders in an industry closely allied with our own. The others will bring you outstanding messages from the outside.

They, the committees, the officers and the convention itself will all develop the theme "Designing Our Future" so that we may have a hand in shaping our own destinies.

I trust you will be there to do your share.

RADFORD HALL
Executive Secretary



Here is an exciting scene from the movie "Cowboy" slated for world premiere in Oklahoma City during the American National convention. Starring Glenn Ford, Jack Lemmon, Anna Kashfi and Brian Donlevy, the film is based on Frank Harris' "My Reminiscences as a Cowboy".

All proceeds of the gala premiere on Jan. 7 at the Center Theater are being turned over by Columbia Pictures to the building fund of the National Cowboy Hall of Fame in Oklahoma City. Stars of the movie will take part in the ground-breaking ceremonies for the Hall of Fame earlier in the day.

The MARKET Picture

As the final month of 1957 approached, growers were able to look back over the year with considerable satisfaction. For the first time in several years, conditions on the average were favorable. From the standpoint of moisture and feed, particularly in the western states, the supply was rated the best in 15 years. Price-wise, contrary to most years, the market on stock cattle reached the highest levels of the year right at the peak volume of movement. Many growers were able to figure a comfortable profit on their grazing operations for the first time in several years. Not only were gains good in most areas, but in many cases on yearlings the cattle sold for original cost per cwt. plus the gain.

Average prices on stock steers and heifers were running \$4 to \$5 per cwt. above a year ago, while calves were bringing close to \$7 over last year. Cows also came in for their share of favorable prices, reflecting a \$4 to \$5 gain over a year ago. In fact, stock cows were bringing \$5 to \$6 per cwt. over a year ago and in many cases brought double last year's prices on a per-head basis. This condition, of course, made it rather difficult for growers who were attempting to restock depleted cow herds in areas where

plentiful feed returned after several years of drouth.

All this strength to replacement cattle and stocker cattle reflected the confidence of growers in the future of the cattle industry. This took place during a year when returns from feedlot operations were not entirely favorable, dressed beef markets were on the dull side and packers were faced with keen competition for beef business, resulting in narrow margins and probably some operating losses.

Growers were not the only segment of the industry displaying confidence in the cattle business. Cattle feeders, without much hesitation, followed the sharply higher trend to feeder cattle prices, and frequently paid as much or more per cwt. for their feeder replacements as they received for their finished cattle sold this year. However, costs of feed this coming season are down sharply with prospects that feeding can be done for the gain, without any advance in selling price over original cost per cwt. Calves, of course, frequently brought \$3 to \$5 per cwt. above average fat cattle prices.

Despite the general tendency for a larger proportion of stock cattle to remain in the range areas due to improved feed conditions, movement of stocker and feeder cattle into the major Corn Belt states held up surprisingly well. While a considerable reduction took place in September, accelerated movement in October brought the July-

through-October movement up to only slightly below a year ago. November movement, however, is expected to figure considerably under a year ago, as much of the late movement was diverted to range and wheat pasture areas of the southern plains, especially in the case of calves and light yearlings. It is also noted in many of the special feeder auctions in November that other growers bought a large percentage of yearling heifers and calves to remain in the general area.

With a plentiful supply of feed in almost all sections, it seemed certain that a more orderly distribution of cattle marketing would take place in the coming year. During recent drouth years, too many thin cattle were forced directly into feedlots, without the usual period of running on roughage, wheat pasture or other winter feed, before entering feedlots. The pattern should return to a more normal situation this coming year. Also, in-movement figures already reflect a more even distribution of feeder cattle through the entire Corn Belt, and especially the western section. Last year's heavy corn crop in the eastern Corn Belt drew large numbers of feeder cattle, while a near-failure in the western Corn Belt cut numbers sharply. The shift in this condition should produce a more even distribution of fed cattle over Corn Belt markets, as opposed to the unbalanced situation this past year, when the Chicago market drew excessive numbers much of the year, while other markets

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in the western Corn Belt were running behind a year ago.

Despite the fact that weekly cattle slaughter and beef production continue to run 5 to 10 per cent below a year ago, dressed beef markets continue dull and weak. However, the reduction in kill can, to a large extent, be traced to a sharp cut-back in numbers of cows marketed for slaughter this fall. For, in addition to a reduced run of cows, stocker buyers have competed aggressively against packer buyers even for thin cows of advanced age, if there appears to be a chance of getting another calf out of the old girl. It has been disappointing to see Corn Belt feeders continue to market fully as many or more cattle than a year ago, when their reported intentions in the recent feeder survey were to sell less in November and December. Whether the pace will continue at such accelerated rate, or will drop off suddenly, remains to be seen.

It seems certain that a change in price pattern is due on the West Coast, where prices on choice fed cattle and dressed beef have recently been perhaps lowest in the nation. Reduction in numbers on feed in that area are estimated from 15 to 25 per cent and already West Coast dressed beef markets are starting to come to life. It is reasonable to expect the West Coast buyers may be once again reaching out into intermountain areas for supplies. During the recent low time, a considerable volume of western cattle moved eastward. The

Denver market received shipments from feedlots in Arizona, California, Washington, Idaho, Utah and Montana during the fall months.

With the prospects of a good supply of moisture ahead, attention is already being focused upon buying stock cattle for future delivery after the first of the year. Some contracts for January delivery have already been made in the southern plains with good to choice yearling steers at \$20.50 to \$21.50 and yearling heifers at \$19.50 to \$20. Asking prices run up to \$23 and \$23.50 for steers and \$22 for heifers for delivery in March or April.

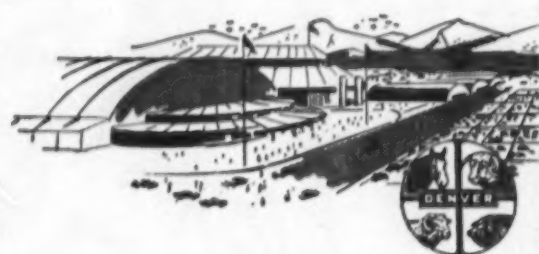
Current sales of stock cattle late in November included good and choice steers at \$22 to \$24.50, a few reaching \$25 scaling under 600 pounds. Medium to good steers ranged \$18 to \$21. Good and choice heifers brought \$19 to \$21 and up to \$21.50, with medium to good \$16 to \$18. Good and choice steer calves sold readily at \$24 to \$29, with \$30 to \$31 paid in a small way for high quality kinds. Good and choice heifer calves made \$21.50 to \$24.50 and occasionally up to \$25 and \$26 for choice to fancy, some of these at the upper price range going to breeder buyers. Medium and good stock cows sold per cwt. at \$12.50 to \$15; a few up to \$16. Stock cows by the head brought \$140 to \$175 freely; some high quality heavy cows as high as \$200 and choice heavy cow and calf pairs \$200 to \$250; some medium to good lighter weights in the southern plains \$175-\$185 a pair.—C. W.

PROMOTION NOTES

Texas' fourth annual Beef Week was set for Dec. 1-7 by proclamation of Gov. Price Daniel, with the week-long celebration launching the Texas Beef Council's fourth year of beef promotion. Leo J. Welder of Victoria is president and J. D. Sartwell of Houston first vice-president of the council. A beef supper on Dec. 5 was sponsored jointly by officers and directors of the council and the Texas and Southwestern Cattle Raisers Association; Congressman Jim Wright of Fort Worth was the principal speaker.

Harvey McDougal, Collinsville, Calif., was elected president of the new California Beef Council at an organizational meeting in Sacramento. A. H. Clarke, Soledad, was named chairman and Carl L. Garrison, San Francisco, temporary secretary. The council is authorized by law to conduct educational and promotional programs for increased use of beef, financed by the industry. The council has 19 members representing the cattle and dairy industries.

The Idaho Beef Promotion Committee has proposed establishment of a beef promotion fund. Several western states have a checkoff system at the markets of 5 to 10 cents per head to provide money for promotional work. While Idaho has no such law at present, legislation is being contemplated for the future.



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1958 Cattle Outlook

THE INVENTORY of cattle and calves on farms turned downward on January 1, 1957. It was the first decrease since 1949.

Inventory numbers are being reduced further during 1957. The calf crop was estimated in July as 1 million less than last year. Commercial slaughter of cattle and calves through October was only about 2 per cent below last year, and the year's total may be down about the same. This small cut in slaughter is far from enough to prevent a further decrease in inventories. The number on farms January 1, 1958 may be approximately 2 million less than the 95.2 million in January 1957.

There have been many reports of restocking local areas during 1957 and much has no doubt been accomplished. But no general trend is yet visible. Instead, the composition of cattle slaughter in 1957 gives little sign of an early increase in cattle inventories. Sizable reductions in slaughter of breeding stock, young and old, including heifer calves especially, are usually the advance sign of an upturn in inventories. In 1957 calf slaughter has declined only 3 per cent and cow slaughter also 3 per cent, while heifer slaughter has increased 5 per cent. At these slaughter rates, cattle numbers are not likely to increase soon.

Although cattle inventories may con-

tinue downward for another year or two, their total decline may be shorter and smaller than in some previous cycles. Principal reasons for this outlook are that downswings have been getting progressively shorter, and that strong demand for beef and abundant supplies of low-priced feed will stimulate an early new expansion. A projection of the cycle based on this point of view shows inventories dropping from the 96.8 million in January 1956 to 92 million in January 1959. Afterward an increase would begin, slowly at first and faster later.

Steer-Heifer Slaughter Rises. A downswing in cattle numbers always induces a cyclical short-supply phase in beef output. As cattle begin to be withheld from slaughter for ultimate rebuilding of herds, the current output of beef necessarily diminishes. Beef output has already started to decrease, and it will decrease more. But at its minimum, the output level in this cycle promises to be considerably above the same stage of earlier cycles. It may be the most abundant "shortness" ever seen.

A high level of slaughter of steers and heifers, many of them fed to heavy weight, may prevent sharp decreases in beef output. To date in this cycle, steer and heifer slaughter has been exceptionally large. It has been made so by

a rather small volume of calf slaughter. Slaughter of calves reached a peak in 1954 and has been less since. Limited calf slaughter and high steer and heifer slaughter have proved to be a distinctive feature of the present cattle cycle. Usually, calf slaughter increases more than other classes during years such as those just past.

Not only did calf slaughter not rise after 1954, but it remained far below the level of steer slaughter. In 1947 and 1948, by contrast, substantially more calves and steers were slaughtered. (During wartime price control, slaughter data showed a larger calf than steer slaughter, but this was largely caused by discrepancies in classification under price ceilings.)

Interest in feeding of cattle accounts for a good deal of the reduction in calves and increase in steers and heifers slaughtered. Calves have not gone to slaughter directly because they have been put into feedlots instead. The number of cattle on feed Jan. 1 has increased 35 per cent since 1951. As the turnover in feedlots has been speeded, annual marketings of fed cattle have risen about 50 per cent.

But slaughter of steers and heifers off grass has increased even faster. As a result, slaughter of all steers and heifers under federal inspection, fed and non-fed combined, is up 75 per cent from 1951. In 1957 it is a million above any previous year except 1956.

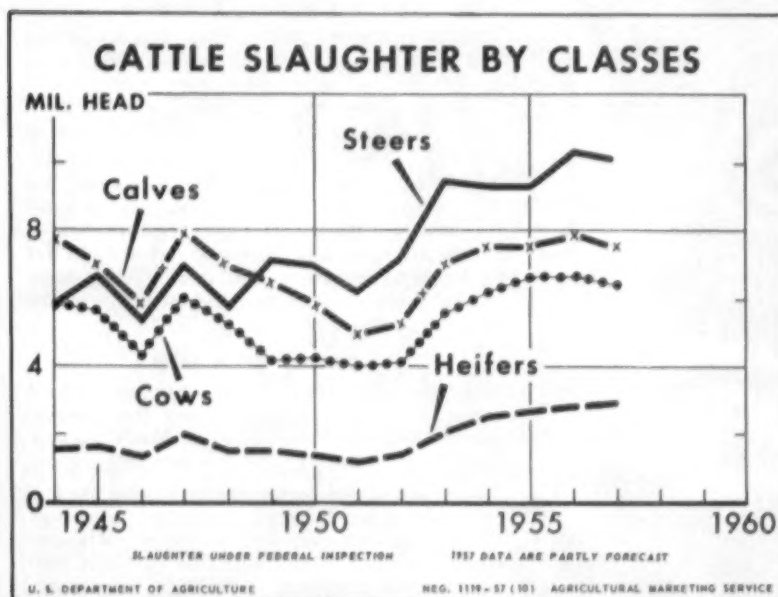
Increased steer and heifer slaughter was accomplished without any increase in January inventories of those classes. Neither, however, have those inventories decreased very much lately. They have been essentially stable since 1952, particularly for beef classes.

The inventory of beef calves, on the other hand, has increased steadily and has been maintained well the last two years. Larger beef calf inventories merely reflect the limited rate of calf slaughter. But since beef calf inventories have gone up but steer and heifer inventories have not, it is clear that the increase in steer and heifer slaughter has consisted of yearlings, not of two-year-olds.

Most of Inventory Reduction in Cows. Most of the decrease in total cattle numbers has been in cows. The estimated number of cows on farms Jan. 1, 1957 showed a reduction of 1,157,000 from its peak two years earlier.

While interest in feeding of cattle helped to maintain numbers of calves, steers and heifers in inventories and thereby prevented an earlier and sharper cyclical decrease in total inventories, it did not entirely prevent a downturn. This is true because it induced not so much a further over-all expansion in the cattle industry but rather a shift from breeding to feeding. When many cattlemen found it more profitable to feed cattle rather than produce them, and made that shift, cow numbers began to decline.

Moreover, producers' decisions with respect to breeding herds still control



Slaughter of heifers increased in 1957 and that of cows decreased only a little. This is evidence that the decline in cattle numbers may not be brought quickly to a halt.

Steer slaughter slipped off a bit and calf slaughter somewhat more. But calf slaughter has not increased much since

the 1940's and, unlike then, is much below steer slaughter. More calves are now fed to maturity. This practice has added a great deal to beef output, and it will help to hold up output during the current downswing in cattle numbers.

USDA Chart

the longer cyclical trends in cattle. If the present downtrend in numbers of breeding stock is arrested shortly, a continued interest in feeding of cattle will prevent the total cyclical decline in inventory numbers and beef production from becoming as great as usual. There is reason to think this is probable. But retention of both old and young breeding stock must begin soon for it to be true. Without it, the cycle would be almost as drastic as before.

Calf Crop Down; Calf Slaughter to Drop More. While calf slaughter has not increased as much in this cycle as usual and has stayed below its 1954 peak, it has been more than 30 per cent of the calf crop. The percentage of the calf crop slaughtered as calves dropped from 31.1 per cent in 1954 to 30.2 per cent in 1955, then edged up to 30.7 per cent in 1956. In 1957, calf slaughter has fallen about 400,000 while the calf crop has been reduced 1 million, for about a 30.5 per cent slaughter.

The small cut-back in slaughter of calves in 1957 has probably not been sufficient to maintain January 1958 inventories of steers and heifers at their full January 1957 number. Slaughter of both classes will likely decrease in 1958. The reduction for steers will be small, but for heifers it will be somewhat greater because more heifers will be held back for breeding.

Steer and heifer slaughter will decrease after 1958 also. However, in line with the prospects described above, it probably will not decrease as much as at the same stage of previous cycles.

Reductions in calf slaughter will be sharper. Fewer calves will be produced because the cow herd is smaller, and more will be retained for rebuilding of

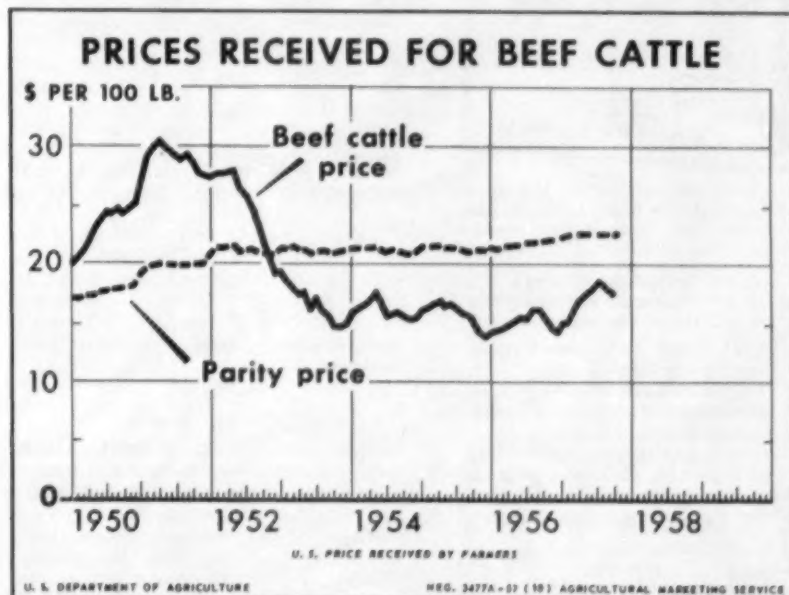
herds. Annual calf slaughter may decrease a great deal in the next few years.

Prices May Continue Upward. Prices of cattle increased in 1957. Gains occurred for all classes. However, prices of high grade fed cattle failed to increase in the late summer of 1957 as they did in the same season of 1956. In September and October they were less than a year before, though the difference had virtually disappeared by the end of October.

Cattle prices in late October were up from a year earlier by margins ranging from 30 per cent for feeder steer calves and 20-25 per cent for cows to almost no change for high grade fed steers. The larger increases for cows and calves are typical of the present stage of the cattle cycle. In addition, feeder calf prices have received a boost from the plentiful supplies and lower prices of feed. Because calves that are fed receive more feed before slaughter than do more mature animals, their prices are more sensitive to feed prices than are prices of older feeder animals.

If they follow the typical pattern, prices of cattle will rise somewhat further in 1958 and will generally increase through the next several years. Because less decrease than usual is expected in cattle slaughter and beef output, the total price advance may not be as great as in some previous cycles. It nevertheless could be substantial.

Total price increases from the 1955-56 low to the future peak will be greatest (in per cent) for cows and for feeder calves, as in other cycles. Gains will be least for high grade fed steers. Price changes to date conform to this pattern.



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slaughter and beef output, the total price advance may not be as great as in some previous cycles. It nevertheless could be substantial.—USDA.

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These over-all prospects are based on expected cyclical changes in supply of cattle and of beef. Not to be overlooked is the importance of any change in demand. Business conditions, employment and consumer income probably have more influence on prices and incomes from cattle than from other meat animals. The 11-year period between peak cattle inventories in 1945 and 1956 was free of major interruptions to growth of demand than was any previous similar span. A comparable absence of fluctuation in demand may be too much to expect over another 11 years. On the other hand, all evidence points to a prospective continued growth in our economy, and to a continued uptrend in demand for beef. Fluctuations that occur will often be unforeseen but they will very likely be moderate and brief, not major and prolonged.

Fed Cattle Prices Likely to Average Higher in 1958. Higher average prices for cattle expected in 1958 may be spread over all classes, including fed cattle.

Higher fed cattle prices are probable chiefly because the slaughter supply of all cattle, and total beef output, will be down. The supply of fed cattle in 1958 will at the least be almost as large as in 1957, and may be fully as large. This is especially likely in terms of total volume of feeding during the year and total tonnage of fed beef produced. Feeding began later this fall than last, because feeder stock were held longer on good ranges this year. They came off the range at heavier weight.

Despite the later start, the volume of feeding will be large because so abundant a supply of feed is available and prices are lower. Moreover, plentiful feed and heavier initial weights will result in feeding to heavy weight at time of marketing.

On Oct. 1, there were 11 per cent fewer cattle on feed in 13 states than on the same date a year earlier. The reduction was entirely in new placements. The number that had been on feed less than three months was down 20 per cent. The number on feed more than three months was up 4 per cent. The sizable supply of long-feds ready for slaughter forced some weakening in prices of the upper grades of steers and heifers for a number of weeks.

Until marketings of new-crop fed cattle become large, prices may average considerably higher than during the fall. Because the new supply will require relatively short feeding, a seasonal increase in marketings could later build up rather fast. Prices would decline. The low point, which frequently has been in February, will probably be later in 1958.

Price declines are not likely to be great, and they probably will be followed by a seasonal advance in the second half of 1958. For the year as a whole, the danger of incurring price discounts for overweight may be a more pressing concern than the general level of prices itself.

Feeding Profits Improve. Profits in feeding of cattle during the 1956-57 season just closed were higher than in the previous year, and were above

average. Prices of slaughter steers and heifers advanced from a February low to an August high, then slipped back only a bit in September and October. According to estimates calculated for six Corn Belt programs, profits in feeding medium cattle for early sale were small. But other programs showed substantial profits.

Because of the September-October price decline, long feeding of calves did not return as large profits as long feeding of yearlings. Short-feeding of yearling steers for spring sale was about as profitable as other short feeding programs. This is the most nearly standard Corn Belt program. In several recent years, profits in it were less than in most other programs.

Costs in cattle feeding in the new 1957-58 season will be higher than last season. Feed is cheaper but feeder animals more expensive. However, if fed animals sell for a little higher price in 1958 than in 1957, profits will be equal to averages of recent years.

Frequently, in the first year of cyclically rising prices there is much reluctance to bid up prices of feeder cattle and calves—so much that average profits are realized on the prices actually paid. Usually it is in the second or third year of the price upswing that a boom psychology appears and feeder prices rise so greatly as to eliminate profits in feeding.

Imports of Cattle Up. Before the war almost a half million cattle were imported each year from Mexico and several hundred thousand from Canada. In those from Mexico stockers and feeders predominated but Canadian imports were of both feeder and slaughter classes, plus a few breeding stock. Since the war, imports have been limited at various times by those countries' export regulations, by closing of borders due to foot-and-mouth disease, and, recently, by low prices in this country.

In 1957 imports have increased over 1956, when they were very small. Imports from Canada may exceed those of 1954 (70,680 head) and imports from Mexico may approach the number of 1955 (247,747).

Larger imports this year largely result from rising prices of cattle in this country and from the improvement of ranges in the Southwest. Many Mexican cattle were brought in to restock southwestern ranges. — **From USDA outlook.**

Vermont Ninth State Given Brucellosis Certification

Vermont has become the ninth state (fourth this year) to be declared modified certified brucellosis-free. Other certified states include Connecticut, Delaware, Maine, New Hampshire, North Carolina, Wisconsin, Minnesota and Washington; similar status has been granted 453 counties in 26 other states and Puerto Rico. In New Mexico 17 counties have been accredited and it is expected that the entire state will be certified by the end of next June.

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Across the Desk

By Radford Hall

Last month it was my pleasure to visit for several hours with the agricultural committee of the National Grange in advance of its convention at Colorado Springs. These committeemen impressed me with their genuine interest in the policies and beliefs of the American National, and thus my first experience at a Grange meeting was quite satisfying. With the agricultural population steadily shrinking, we need close cooperation between allied groups.

• • •

George Ellis, chairman of the American National's research committee, and Roy Lilley, assistant executive secretary, made valuable contacts with heads of state experiment stations during a meeting of executives of the Land Grant Colleges in Denver last month. However, a few experiment station leaders in one of the areas didn't want to accept our friendly offer of cooperation. The only desire of the American National is to try to help researchers and then to give wide and effective publicity to the results of the research. The American National has no intention of being "nosey," but, anyway, who has a greater right to know what's going on than the agricultural and livestock industries for which the experiment stations are working? There should be no ivory towers.

It's popular these days to make surveys of consumer preference in meat, and I am as strong as anyone for gathering all information possible about our customers' desires. But the "court of final judgment" is the housewife laying out her money. Several surveys show she does not know many of the beef grades by name or even many cuts of beef. True, no doubt. But she is certainly astute enough to patronize the retailer who gives her the right price on the kind of beef she likes best. Cash registers pretty generally show that to be beef graded USDA Choice, and the cash register survey is conclusive. If the bell doesn't ring, nothing else matters to the retailer.

• • •

It can be done. The membership of the Hillsborough County Florida Cattle-men's Association grew from 85 members to more than 200 in five weeks. One man rounded up 50 new members. Would that enthusiasm such as this could be generated the country over, so association secretaries could devote more time to beneficial projects and less to financing.

• • •

Why is it that big corporations such as packing companies, chain stores, and steel companies, well able to hire their individual attorneys, traffic managers, tax experts, legislative representatives, etc., nevertheless recognize the need for organization and support their associations, while many cattlemen either

fail to realize the need for these things or feel they can do them themselves?

• • •

Each to his own! In Denver some grocery and drug stores sold automobile anti-freeze for less than gasoline stations could buy it. One large food chain is selling refrigerators, TV sets, and other large appliances, while some appliance houses are selling meat at wholesale. It seems to me that all would be better off if they sold at a reasonable profit the commodity they were equipped to handle efficiently and kept out of the other fellow's line. There's an old truism that you almost always get "burned" when you try to beat the other fellow at his game.

• • •

What next? The University of Tennessee announces the success of experiments in feeding feathermeal to hogs as a protein supplement (80% protein). So now they're feeding chicken waste to hogs and milk to cows and fats to cattle. Maybe the old gag about raising cats and rats for their skins and feeding the carcasses of the cats to the rats and the carcasses of the rats to the cats may yet prove feasible.

• • •

It's discouraging to note that the Ford Motor Co., despite letters and telegrams from the American National, almost every state cattlemen's association, the Tanners' Council, and others interested in promoting American leather, still feels that it should feature

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NIXON & COMPANY
DES MOINES OMAHA SIOUX CITY

foreign leather upholstery from Scotland in its high-priced line of cars. If Scottish leather is best for Continentals, why not the Scottish market for Continentals? As Americans we should resent the implication that foreign leather is superior and more luxurious than the domestic product. "American Made" is good enough for me!

It will be interesting to watch the results of the new method of selling at the San Francisco yards where they are trying the Australian way of auctioning cattle on Tuesdays only, and hogs and sheep on two other days of the week. Under the method the auctioneer moves from pen to pen thus avoiding moving the livestock and consequent shrink. Could this be the answer to the shortcomings of the "turn" system?

Anonymous: "Secretary of Agriculture Benson is judged a failure by some. Tried to make a principle of honesty. Many seemed not to understand it."

Cow Pony Corral

By Roy Lilley

Have you ever wondered what sets the market value of a horse—what factors combine to make one animal worth \$85, another \$125, another \$500, and so on up and down the line? You might ask that question about any kind of livestock, I suppose, but it seems to me that this business of horse trading is the most intangible of all. For instance, a couple of years ago a man came to our place to look at a horse we had for sale, and, when he asked what we wanted for him, I rather hopefully said \$300. And he immediately shot back, "That sure sounds fair enough." It didn't take me long to decide that I had priced the horse too cheap. I'll admit that situation is the exception rather than the rule, but it does help to illustrate my point.

Even though the number of horses in this country has continued to decline rapidly over the past 10 years, I'm sure there will always be a fixed

demand for a few draft horses, for quite a lot of horses for cow work, and apparently the demand for pleasure horses is increasing. Since our canine population took a fancy to horsemanship, the excess has been culled down in a hurry. It's my guess that eventually the killer horse market will level off around the price of canner cows, or maybe a little higher. At least, with an \$80 to \$100 minimum you have a fair starting place for your over-all horse market.

After the surplus is gone from the range country I don't know where even \$75 or \$80 horses are going to come from. You just can't raise a 1,000-pound horse for that little money. I have a feeling that, with the census of horses and mules showing only 3,558,000, the surplus may be gone already. In fact, such people as rodeo stock contractors, for instance, are finding it harder to replace old bucking horses, primarily because they just don't have the numbers to choose from. Consequently, the proven buckers are beginning to bring pretty respectable prices. I see that Buzzy Hoover's Fools Gold (a horse that I managed to ride once by the grace of God and a lot of rosin) brought \$1,825 at auction—a pretty respectable price for 'most any kind of horse.

A good example of what the horse market used to be is a story my dad likes to tell. It seems that during the depression a group of ranchers went together and got up a carload of horses to ship to Denver. A few days later they got a letter from the commission firm with a bill in it. It seemed the horses hadn't paid their freight and commission. The ranchers quickly wrote back and told the commission man that if they received another bill, they would ship him another load of horses. They didn't hear from him again.

All in all, even though the future of horse-raising looks pretty good, making money at it will continue to depend upon how good you are at that time-honored art of horse trading.

Florida Meeting

More than 200 members of the Florida Cattlemen's Association, holding their annual convention in mid-November at Tampa, re-elected J. O. Pearce, Jr. of Okeechobee to the presidency. They also named these men to other offices for the coming year: Alto Adams, Jr., Ft. Pierce, vice-president; Louis Gilbreath of Ocala and C. L. Morgan of Wewahatchka, second vice-presidents; June Gunn, Kissimmee, secretary, and Elmo Griffin, Kissimmee, assistant secretary.

Radford S. Hall of Denver, executive secretary of the American National Cattlemen's Association, offered a look into industry prospects of the future in his discussion of the work of the National's fact-finding committee. In describing "vertical integration," which is becoming prevalent in the poultry business (with single firms controlling production by contracting to supply farmers with chicks, feed, facilities and markets), he declared if this "engulfs the beef industry, you will be hired hands of the big feed and processing companies."

Tobin Armstrong of Armstrong, Tex., chairman of a special grading committee of the Texas and Southwestern Cattle Raisers Association, spoke on conformation in grading. Tom Glaze of Swift & Co., Chicago, took up the subject of breeding for tenderness. John L. Van Zant of the National Beef Council cited figures to prove that in recent years consumers have been spending a larger share of disposable income for food but less for meat, and he urged strengthening of research and promotion work to increase use of beef. A screw worm eradication program now beginning in Florida was discussed by W. G. Bruce of the USDA.

A convention highlight was an inspection tour of grain elevators, packing and canning plants and feedlots in the area.

President Pearce called urgent attention to recent action by Governor Collins asking county tax assessors to assess all property at full value—termed a threat to the cattle industry. He pointed out that "the selling price



A panel at the recent 73rd annual convention of the Montana Stockgrowers Association a group of lawmen took up the problem of livestock theft investigation and prosecution and explained the complications in finding a cow thief guilty and proving it to the jury. Left to right are George Burns, state stock inspector, Ulm; Roy Riley, Big Horn

County sheriff, Hardin; Thomas Gearty, FBI, Butte; Krest Cyr, U. S. district attorney, Butte; Newell Gough, attorney, Helena (panel moderator); Forrest Anderson, Montana attorney general, Helena, and Nat Allen, Golden Valley County attorney, Ryegate.

(Mont. Stockgrowers photo)

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Chicago is the only major cattle market in the nation showing an increase over last year in saleable cattle receipts for the first 10 months of 1957.

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The area served by the Chicago Feeder Cattle Sales provides buying potential unequalled anywhere else. In shipments of cattle for feeding into the 6 states surrounding Chicago total 3.2 to 4.2 million head each year.

The 1957 sales program included weekly sales during the fall season, in addition to the record-breaking Annual Show and Sale.

Chicago Stock Yards

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of the land at the present time is not the actual figure of the assessed valuation.

Nevada Meeting

Two hundred, fifty cattlemen turned out for the late-October 23rd annual convention of the Nevada State Cattle Association at Lovelock, where they re-elected Roy Young of Elko to the presidency and heard a full slate of speakers headed off by Governor Russell and Senator Malone in an early session. They adopted more than two dozen resolutions, participated in discussions, heard reports and took in a tour of Lovelock Valley.

In actions taken, the Nevadans favored modification of the 1920 packers' consent decree; endorsed the principle of the Cooley-Hill Bill as it pertains to the P.&S.Y. Act; opposed compulsory beef grading, and called for appropriation of adequate funds for meat inspection purposes.

The resolutions also commended the University of Nevada for livestock research work being carried on there and requested that reports of such work be sent to the Nevada association secretary. They favored a study on packer-buyer bonding; called for amendment of the soil conservation regulations to permit individual withdrawal from a conservation district; asked that land taxes be equalized on a basis of long-time normal earning power.

Further, the measures opposed legislation which would make any type of slaughter procedure mandatory; endorsed the principle of protective tariffs and opposed re-enactment of the Reciprocal Trade Act; opposed the control of water resources by the fish and game department, which department was commended for the reduction in deer herds.

The highway department was urged to assure construction of enough underpasses on new interstate highways; the cattlemen wanted surface damage from mining to be regulated to avoid tearing up of unnecessary ground; asked that 5-acre withdrawals from the public domain be limited to areas near cities.

The association voiced opposition to grazing reductions on public lands; expressed a need for better publicity covering cattlemen's activities, and called for an association drive for membership increase. The work of the National Live Stock and Meat Board was commended, and use of one-half of brand mill levy for brand inspection activities alone was endorsed.

Officers elected to serve the coming year with President Young include Norman Brown, Smith, first vice-president, John Marble, Deeth; Roger Smith, Arthur; Jay Strode, Contact, and Fred Strosnider, Yerington were named second vice-president; Sam McMullen of Elko was renamed to the post of executive secretary.

A highlight of the annual banquet

came with the naming of the association's first president (1934-41), William B. Wright of Deeth, as Nevada's cattleman of the Year in recognition of his years of effort on behalf of the livestock industry of the state and the nation.

Roy W. Lilley, assistant executive secretary of the American National Cattlemen's Association, Denver, was a convention speaker. Others were John Marble, chairman of the American National's fact-finding committee; C. W. McMillan of Swift & Co.; O. Grover Steele of Safeway Stores, San Francisco; R. J. Nolan of the National Live Stock and Meat Board at Sunnyvale, Calif., and Aled P. Davis, director of the livestock department, American Meat Institute.

ASS'N. NOTES

Cattlemen from Cache and Rich counties in Utah and Bear Lake, Caribou and Franklin counties in Idaho recently met with members of the industry committee of the Cache Chamber of Commerce to protest proposed Forest Service cuts in grazing permits from 10 to 50 per cent. The cattlemen said they do not feel the proposed cuts are justified, since cattle from the ranges this year were in better than normal condition.

The 12th annual convention of the Mississippi Cattlemen's Association has been scheduled for Jan. 29-31, 1958, in Jackson. President C. D. Maddox of West states 500 cattlemen are expected to attend. Speakers and two panels, one on Beef Making in Mississippi, the other on Marketing Mississippi Cattle, will be featured. The Mississippi Cow-Belles will also meet.

The Texas & Southwestern Cattle Raisers Association has filed for authority to initiate brand inspections at 104 livestock auction markets in Texas; these will be posted on receipt of approval by the USDA.



Samuel McMullen, secretary of the Nevada State Cattle Association, makes his annual report to delegates at the recent meeting in Lovelock. Seated is President Roy Young, Elko.

Resolutions adopted at the National Grange's recent meeting in Colorado Springs, Colo., included the following: Urged adoption of marketing controls instead of acreage allotments which "have proved largely ineffective," suggested modification, "if not complete overhaul," of the soil bank plan; endorsed expanded international trade; urged expanded research; favored price supports "when needed to prevent unreasonable declines;" favored transfer of anti-trust enforcement over packers from USDA to FTC; favored voluntary check-off program to finance sales promotion; favored expansion of brucellosis control.

The Nebraska Livestock Feeders Association, in its annual convention at Fremont, adopted in the resolutions a program aimed at better acceptance of their product through good public relations work, meat promotion activities and improvement of the product; expressed opposition to any government price supports on livestock; opposed elimination of conformation as a factor in beef carcass grading; voiced support of partial modification of the 1920 "consent decree." The feeders favored transfer of meat packer trade practices jurisdiction from the USDA to the Federal Trade Commission, and endorsed legislation that would broaden the Packers and Stockyards Act to include auction markets.

Unique Program

A UNIQUE PROGRAM of cooperation between the Extension Service and the California Cattlemen's Association and its county and regional affiliates has brought unusual benefit to that state's cattlemen—and extra enthusiasm and interest in association activity.

The program, now in its eighth year, is simple. A portion of the day of the annual meeting of the local cattle association is set aside for demonstrations, exhibits or talks by county farm advisors (extension agents) and top officials of the state extension office at Davis. The rest of the day is devoted to association business, talks by state cattle association officials, visiting speakers of national stature and to barbecues and other social activities.

Success of the program can be laid to the close cooperation between such men as Reuben Albaugh, a state extension animal husbandman, and J. Edgar Dick, secretary of the California Cattlemen's Association, in developing an interesting and varied program and in setting up, in cooperation with local organization officials, an efficient schedule of meetings.

Well in advance, topics of special interest are settled upon by Mr. Albaugh and Mr. Dick, and local farm advisors are given suggestions on how local experiments and demonstrations might dovetail into an over-all theme.

Two series of meetings a year are

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The Tequesquite Ranch extends best wishes for a happy holiday season to cattlemen everywhere.

The drouth has been broken in most areas . . . Cattle numbers have leveled off . . . Two good reasons for guarded optimism by cattlemen.

Now, especially, we should be thankful that ours is an industry wherein economic realities have not been glossed over by wishful-thinking programs that can only lead to ever-increasing controls. If better conditions are to come we will still have freedom of action to benefit from them through our own initiative.

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scheduled for each of the northern and southern sections of that huge state. Each section is covered in spring, and again in the fall. Ten to 14 meetings are usually scheduled into each two-week tour with state association officials, visiting speakers and extension experts traveling thousands of miles to take part in each meeting—no matter how small or large the turnout.

Attendance ranges from 40 to 500 with many of the ranchers attending more than one session to witness different phases of the "theme" demonstrations or to take part in an interesting discussion.

"After six or seven meetings, each of the touring speakers could give any of the other talks," Mr. Dick laughs. "But it is far more practical for six or seven men to make the tour and visit with hundreds of ranchers on their home grounds than it is to expect the same number of ranchers to gather in one place at one time."

Mr. Dick explains that the tours do not take the place of the annual convention by any means, but that they have added real interest to the work of the association because local problems can be considered "in the field" twice a year in each locality.

This fall, as an example of the "theme" demonstrations, county extension workers concentrated on shrinkage and other "hidden losses" of marketing beef cattle. In county after county, farm advisors and cooperating ranchers worked out effective demonstrations of the amount of shrinkage sustained by various types, weights and grades of cattle under varying conditions. Another extension demonstration this fall concerned grub and liver fluke control.

In the past, demonstrations have covered many fields, offering ranchers new scientific information tested under conditions with which they are familiar. Some of the "theme" subjects have been grading feeder and fat cattle; semen testing bulls; hormones in livestock production; selecting replacement heifers; breeding yearling heifers; importance of early calves; beef cattle management as it relates to the produc-

tion of weaner calves, yearlings or two-year olds, and grading of range bulls.

The CCA portion of the program has been as varied. One fall tour it might concern beef grading. Another tour might emphasize the latest developments in beef promotion. Yet another might have each speaker developing segments of the marketing story.

This fall the subject was public relations. In addition to Secretary Dick and CCA President Robert Johnson, who discussed public relations on the state level, with emphasis on its necessity in legislation, speakers included Lyle Liggett, information director of the Ameri-

can National Cattlemen's Association, and Robert Fowler, associate editor of the Farm Journal magazine.

Next spring, the general subject to be covered by speakers and demonstrations could be anything. It will depend upon conditions and upon what Mr. Dick, Mr. Albaugh and other experts consider most interesting and helpful. One of the contributions the coordinated program makes to the state's ranchers is that new and valuable information is continually set before them so that they do not become bored with the local association and so that they can be alerted to changing trends and conditions throughout the industry.

GRAZING MARSHLANDS

A recent inquiry from a Producer reader has resulted in the collection of information on the subject of cattle grazing in the marshlands of Louisiana. As a matter of possible wider-spread interest, some of the data received from authorities contacted in that state are here quoted:

Animal Husbandman A. P. Parham of the state university at Baton Rouge and secretary of the Louisiana Cattlemen's Association reports a number of cattlemen in south Louisiana graze cattle along the Gulf Coast marshlands, most of them using these as a winter grazing area and removing the cattle during the summer months to higher ground mainly because of mosquitoes and other insect infestations which can cause considerable loss. Cattle grazed in the marsh during the winter and removed to other pastures for the summer do very well on this rotation, says Mr. Parham. One of the best grasses in the area is called paillefinne (pronounced pifine.) This is a very nutritious grass; cattle like it and do well on it. Some of the analyses run on this grass hay when cut at the proper stage show it has a protein content running from 12 to 15 per cent and a fiber content of around 20 to 24 per cent.

E. H. Vernon, superintendent of beef cattle research at the Iberia Livestock Experiment Farm, Jeanerette, La.,

writes that the heavy, coarse swamp grasses in his area do have considerable nutritive value, and that some cattle are very successfully wintered on them. Often, causeways are constructed on which the cattle can bed down.

Murphy Veillon, county agent at Abbeville, La., believes that the native plants adaptable to the marsh area are equal to most native grasses found north of the marshes. It usually requires from 1 to 3 acres of land per head for grazing, and Mr. Veillon states, "I realize this is quite a wide range, but the type of marsh and extent to which it is covered with grasses determines to a large extent the concentration of cattle that can graze on a per-acre basis." Where fresh water is available for cattle, some of the marshes are grazed throughout the year; in others, where the water may become salty, the cattle are moved usually in the spring or early summer months (this again varying with the amount of rainfall during those seasons). The cattle thrive well; however, since these are mostly Brahman or Brahman crosses, Mr. Veillon points out they seem less annoyed by external parasites and the elements they have to withstand. Figures on calf crop percentages were not available. Most of the marsh cattle do not receive any supplement because of the difficulty of getting it to the animals.



Typical of one of the California field demonstrations preceding a local association meeting.

Hadley A. Fontenot, county agent at Cameron, La., advises the marshes of his parish are normally considered in terms of shallow and deep. The shallow ones are along the Gulf of Mexico and extend back to a distance of 1 up to 4 or 5 miles. The deep marshes are farther from the gulf and extend from the shallow marshes as far as 10 to 15 miles. Shallow marshes produce smooth cord grass, big cord grass, marsh-hay cord grass and paille pine. In deep marshes grow mainly the bull rushes, reed, cut grasses and alligator weeds. Along the rims or high spots grow long tom and some of the cord grasses. Cattle will graze on the cut grass and alligator weeds, and only to a limited extent on reeds and bull rushes. All these grasses remain green the year around under normal weather conditions. However, they produce the best grazing in late winter and early spring; grazing is at lowest ebb during the normally hot and dry late summer and fall. Only the presence of mosquitoes, deer flies and horseflies prevent marsh grasses from keeping the livestock in fine condition the year around with no supplement whatever, according to Mr. Fontenot, who adds that about the only handling necessary is burning of the cord grasses at the proper time, and that care must be used not to overgraze which would encourage unfavorable weed growth such as bull tongue and mangroves.

Approves ET-57

The USDA has given conditional approval to grub control by the systemic insecticide ET-57 manufactured by Dow Chemical Co. and sold in boluses (pills) by O. M. Franklin Serum Co., Ralston Purina Co. and Moorman Mfg. Co., mainly in Iowa, Nebraska, Wyoming and South Dakota. Because such a systemic insecticide will be employed this fall for the first time under regular livestock-raising conditions, federal, state and industry entomologists and other scientists will closely observe progress of its use.

The Agriculture Department warns that (1) treatment should be not later than 60 days before slaughter; (2) lactating cows must not be treated; (3) the only one treatment should be in strict accordance with directions; (4) treatment must come after the adult heelfly season but before grubs show in the backs. Cost of treatment is \$2.25 for a mature animal.

Heelflies frequently excite cattle though they neither bite nor sting; they cause weight losses because their presence makes the animals stop grazing and seek protection in ponds, streams or muddy areas. The grubs (larval stage of the heelfly) cause the greatest damage.

Female flies lay eggs on hair of cattle, usually on the lower legs; body heat of the host animal allows hatching in three or four days. On hatching, the small maggots crawl down to the skin,

burrow in and slowly move through soft tissues. The common species of grub eventually reaches the gullet of the animal; the northern species congregates in the spinal canal. In either case, the grubs remain several months and then begin a second migration—to the animal's back just under the skin, in which they puncture holes for breathing. Here they grow and molt several times for about six weeks.

When fully grown (average, about an inch in length), the grubs enlarge their breathing holes, crawl through to the surface and fall to the ground, where they pupate in soil or trash. The life

cycle starts again four to seven weeks later when adult flies leave their pupal cases and mate. The females start laying eggs again on cattle hair almost immediately.

Big Drop in Farm Population Noted by Census Bureau

The Census Bureau reports a drop in farm population of 1,861,000 individuals in a single year, from an estimated 22,257,000 a year earlier and from 32,077,000 in 1910. (The new figure of 20,306,000 may be subject to some variations, the bureau cautions.)



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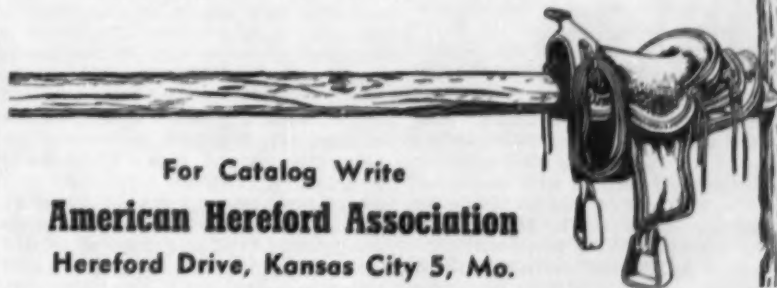
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The Barbed Wire Gate



Even a calf looks upon a gate as a special challenge. This one didn't make it through. Usually they do.

By Roy Alleman

Throughout the Sandhills of Nebraska and most of the rest of Rangeland, U. S. A., there is one thing no one talks about often, that everyone has, and that no one does very much about—the barbed wire gate.

Along about the time the open range began to disappear, someone invented barbed wire. Without it, it would have been extremely difficult to separate the vast areas which comprise the ranches of western United States. Along with that barbed wire came another item that has remained to plague the serenity of the cowman's temper—the barbed wire gate.

Drive 10 miles of any portion of Nebraska's Sandhill trails and you may open at least half that number of gates—gates that may vary in quality from one that is a work of art to some that are called "barbed wire entanglements."

A gate, as everyone knows, is made by setting two heavy posts from 15 to 20 feet apart, then fastening to each of these a gate stick with a barbed wire loop. Then several strands of barbed wire, four or five at least, are stretched between these two gate sticks. They are always stretched as tight as possible. Wire stays are fastened in between, or perhaps more sticks are stapled on in between. Builders of wire gates work on the assumption that, even though the fence on either side can scarcely stop an old, spavined saddle horse, the cow will make a desperate attempt to go through the gate. So, though it may not be much to look at, the gate will be impregnable.

Some ranchers have installed substitutes called auto gates. These are made usually by laying steel pipes or bars over a pit parallel with the fence. The idea is that a car can cross but the animal cannot, or will be afraid to. It works (except for the occasional cantankerous critter that learns to walk it or jump it). These are better than wire

gates but, due to the fact that Nebraska winds have the habit of pushing the sand away from the edge of these contraptions, the driver with false teeth quickly forms the habit of shutting his mouth firmly as he crosses. In spite of the past more prosperous years, there are still surprisingly few of these labor and temper savers used.

If one passes through a range which does have a lot of fancy auto gates, he lifts his eyebrows and remarks to himself, "Hm-m, wonder which vice-president of what corporation owns this place?"

All gates are viewed with suspicion by everyone except the greenest of greenhorns. Unconsciously, perhaps, one always approaches a gate with caution. First, the gate posts come in for a careful scrutiny to be sure they are solid. If they are not, you may have to stretch a quartermile of fence when you shut it. Then you sample the gate stick and the wire clasp used to hold it to the gate post to see how tight the gate is. Remember, if you open this gate you must close it. There may be no such law on the statute books, but heaven help the man who leaves a gate open on the range. Some think, with good reason, that some ranchers send their strongest man out to build the gates with instructions so to construct them that it is about all he can do to open and close them.

Cowboys don't like gates either, especially if they are in the business of breaking saddle horses. While he is out with a green horse, a cowboy is more comfortable if he just stays in the saddle until his return. Bad tempered broncs think a gate is a special excuse to show off. First, the rider must get off and open the gate. While he is wrestling with it the horse may jerk away from him and hightail it for home. That could mean quite a walk, with the cowboy breathing murder all the way. Then, if he gets through the gate and gets it shut again, the brone may

think this is another special time to show off by bucking. As you know, most cowboys think a horse should confine his bucking to the corral. But a horse can't read the rules so he doesn't always follow them. And upon whom does the cowboy vent his temper on these occasions? The gate, of course.

Some gates are built with gate tighteners, the idea being to aid the women, and the weaklings among the men, to close them. Beware of these; they are booby traps. One kind has an arm made of iron which you pull toward you to loosen the gate. You soon learn to lean well back as you do this. . . . The first time you may have received a terrific bop on the head.

Then there is a common type of tightener which is made with a stick fastened with a wire to the gate post. This is hooked around the gate stick and fastened with a wire loop in the gate wire. You must beware of this type also. . . . It wallops you in the belly if you are not careful.

No matter what anyone does to them, gates still are a nuisance. If one is driving alone he must stop at the gate, get out and open it, drive through, then get out again and close it. If there are two, the one not driving opens the gates. At the start of a drive there often is quite an argument, each one wanting to take his car. Courtesy has nothing to do with it—each one is just trying to get out of opening the gates.

If a group is going to take a drive with someone through the Sandhills, there is a mad scramble to get in the back seat. The man winding up in front with the driver is always stuck with the gates.

Women do not like gates either. Imagine the missus with open-toe shoes, silk hose, silk gloves and a new spring ensemble having to get out and wade through three inches of loose sand to open a gate. You won't have to imagine her mood after she does this a dozen times on her way to town or club meet-

ing. Women have used profanity about gates who would under no other circumstances, and be excused for it. If you are a husband, you may get a reception like this every once in a while upon her return home: "You will have to go back to the Lake pasture and close that gate. I couldn't get the d— thing closed."

County commissioners have taken it

upon themselves to put auto gates in so-called county roads. That is the way you can tell when you are on a county road. . . it has auto gates. The sand is the same.

As I have said, everyone in America's Rangeland has gates. They do very little about them and seldom talk about them—that is, in language that could be printed.

Economics of

RANCH APPRAISAL

(The following paper was presented by Arden B. Gundersen, Gering, Nebr., ranch appraiser for the Equitable Life Assurance Society of the United States, at the annual meeting of the American Society of Range Management in Great Falls, Mont., earlier this year.—Ed.)

LET ME point out that efficiency is the key to a sound ranching venture. The past is a poor pattern to follow and has little relationship to conditions of the present time.

The methods and techniques employed a few generations ago when a large outfit ran 75,000 head of cattle in unfenced territory from the Yellowstone River in Montana to the North Platte River in Wyoming have changed considerably.

In about 1900 the big outfits, with millions of acres of free land, began to disappear as the homesteaders came in. Then began the change to a more complex form of ranching. The change was very slow at first but now at a highly accelerated rate.

We must be very careful now, and appraise every angle of our ranching operations with non-sentimental cold facts. We can no longer afford to keep 50 ponies just for the sentimental value attached. Competitive conditions in ranching today are separating the men from the boys. In the early 1950's when good cows were selling for \$250 to \$300 a head and still going higher, every drugstore cowboy who could afford 25 head went into the cattle business, hoping to get rich in a few seasons.

By the fall of 1953, some were requesting government aid. The "high stakes" suddenly toppled, with the \$250 cow at that time now selling for \$110 to \$125, along with increased costs of production.

Since the bubble has burst and things have settled down, these questions arise: How much can I pay for a home for a cow? What is an economic unit to operate? What per cent of the total investment is most favorable for land? For livestock? For equipment and buildings?

In actual ranch appraisal, the most important item is to determine the average year-long carrying capacity.

Unless this information is determined accurately, the operator is inviting disaster and is beaten before he starts.

It is very important that the operator does not stock up to the last stem of hay or the last blade of grass, but be prepared for a hard winter followed by a dry spring. But on the other hand, being understocked can also cause unsuccessful operation. This is why practical experience and the factual appraisal of the situation are invaluable.

Conservation and proper range management pay many dollars to them that practice it. Now, even fertilizing pastures and the better rangelands in certain areas, in addition to conservation practice, has paid off handsomely.

It is not difficult to determine, generally, the carrying capacity.

If you will visit several of the successful neighboring ranches and ascertain how many cattle they have run over a period of years, and determine the average number; then compare their ranges with the optimum you desire, and, considering the long-time conservation and good range management practice, you can obtain a good index of the proper carrying capacity for your ranch, or any ranch you desire to purchase in any locality.

The cost of a ranch varies a great deal according to: (1) the locality; (2) the livestock market at the time; (3) its desirability as a ranch unit, which involves many factors such as dependability of year-round feed production, availability of assured leased lands; whether the unit is well blocked, adequacy and distribution of stock water, buildings, corrals, fences and natural shelter, and (4) the salability . . . will the ranch sell in times of stress for a reasonable figure? The better ranches do not change hands frequently.

When cattle bring just an average price, the speculators and businessmen are not inclined to get the fever to be ranchers and run the price up. If a purchaser has the cash to buy, and outside income to enable him to operate without a net profit, thereby benefitting on his income taxes, it is not such a serious matter what is paid for a home for a cow. But, if ranching is his only income, and if borrowed capital is required—then, whether the price is right is just a matter of success or failure in the ranching business.

As a rule, when the price of livestock has been down for a few years,



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This year, inspired by imaginative campaigns of the National Live Stock and Meat Board and the Illinois Agricultural Association, hundreds of thousands of Americans will return to the Gay Noel practice of a gift of meat under the Christmas tree. The American Meat Institute announces that meat-packing firms have joined the revival by producing special Christmas wrappings for beef roast, steaks, and other meats. Meat markets, delivery trucks and advertisements will feature the gay red, green and gold posters proclaiming "Give and serve meat for Christmas."

The picture shows Eugene V. Stadel, associate marketing secretary of Illinois Agricultural Association and one of the sparkplugs for "Meat for Christmas" campaign talking it over with a meat-minded housewife.

ranches can be purchased at a reasonable figure, based on what they produce. At such times businessmen are rarely interested, ranchers are not financially able to buy and many lending agencies fear the risk. Foreclosure records in every county court house in the West will prove that the greatest interest is shown in buying and lending to ranch enthusiasts when a home for a cow approaches the summit of a boom.

Several persons polled, including ranchers and finance lenders, were of the opinion that outfits with 250 animal units or more, with expert management, could go on indefinitely as an economic unit on the present basis facing the "cost-price" squeeze. However, the optimum family sized ranch should carry about 300 to 400 animal units. But of course we all know that in individual cases some families have made a living on less than 250 units.

Twenty-five years ago an operator could survive under severe adversity for nine years before his total investment was wiped out; now this can happen in just two-and-a-half years.

We must consider, especially when borrowed capital is used, that the ranch must first earn a living for the family; second, pay all taxes and, third, leave sufficient funds remaining to retire the mortgage under normal price conditions and not only in boomtime prices.

¹ In a 1950 study of 45 ranches scattered throughout Wyoming, averaging 390 animal units each, there was a total average investment of \$427 per animal unit; that is, there was \$166,530 invested in land, livestock, buildings and equip-

ment. (An animal unit is considered to be a mature cow; a yearling is 85 per cent of an animal unit; a weaned calf is 65 per cent of an animal unit).

Of the 45 Wyoming ranches, those having the largest rate of return on the investment had the largest percentage in cattle and feed and less invested in improvements, machinery and equipment. **The average** was 42 per cent in cattle; 38 per cent in land; 10 per cent in buildings, 5 per cent in machinery and equipment and 5 per cent in feed.

The highest net income producing ranches had 50 per cent in cattle; 30 per cent in land; 7 per cent in improvements; 4½ per cent in machinery and equipment and 5½ per cent in feed.

In the Nebraska Sandhills in 1955, \$400 per animal unit was about the selling price for ranches carrying 500 or more units. Some smaller outfits sold for as high as \$425 per animal unit. These figures seem a little high per animal unit considering the present price of livestock.

Let us consider the costs from a few scattered sections and see just how much capital it takes to keep one animal unit in operation. The figures obtained for ranches in northern Nebraska and southern South Dakota on today's costs per animal unit for 300 to 400 unit class show expense items in production to be \$44.50 per unit.

² A study in western Colorado in 1954 with an average of 376 animal units per ranch showed operating expense per head for all cattle to be \$47.17, not including the operator's labor or interest on his investment in

land, livestock and equipment.

On the 45 Wyoming ranches studied the total average expense per animal unit was \$47.74.

Actual income per animal unit on today's market may vary from \$55 to \$70. This is a small margin between cost of production and selling price and every effort to keep costs down must be used if you are going to show a profit.

The value of buildings to a ranch is often confusing.

Unless one understands the theory back of the appraisal process, the appraiser's decision sometimes does not make sense. ³ To illustrate this, let me recount an experience of a couple of appraisers who also had with them an elderly uncle of one of the men. The men were travelling through western South Dakota. One deal they looked at was a small upland ranch with a rather elaborate set of buildings. An appraisal for a loan had already been made on this place. The men agreed with the rather conservative appearing valuation of the ranch and the loan recommendation. "Well," the uncle exclaimed, "you couldn't even put the buildings on it for that. You fellows must be crazy."

They began an explanation of our method by asking him how much he would pay for the place.

Without thinking of the effect on his argument he said, "I wouldn't have it—too many buildings."

"Well," they continued, "somebody would pay something for it. How much could you sell it for?"

Then he got down to thinking like an appraiser, by saying, "The grazing



This picture was taken about 35 miles east of Tonopah, Nev., during the fall roundup of the Clifford Ranch. The cattle are driven great distances from government range back to the ranch. (Photo by Herbert W. Crittenden).

land is good but there isn't enough of it. It would be all right to add it to this good place down the creek. It will summer 150 or maybe 200 head of cattle. But a man would starve to death trying to make it on this place—it's too small. He'd never pay out with all these buildings."

"That's probably right," they said, "But if we acquired this place, we would have it to sell. What would it bring?"

What will something sell for? That presumably is its value. It makes little difference what you have paid for it. To find out what it's really worth, try to sell it.

While a building is still unexpended labor and quantities of lumber, cement and steel, it has a value equal to the cost of construction because the market place has fixed a price on the component parts. Once the building is affixed to a piece of land it becomes real estate and its value is not the summation of the component parts, but instead it is the amount which it adds to the value of the land.

If we accept that fact that ranch buildings are a part of the ranch unit, then it follows that appraisals on ranch buildings are actually appraisals on ranches and consequently must meet the tests that fall in line with ranch appraisals generally.

The appraisal of ranches is not an exact science; it cannot be done by formula. It is an expression of judgment based on the market and the skill of interpretation of the data.

The limiting factor on ranch value, to an owner, when borrowed capital is used, is not the market value but rather the net income available for debt service, if he expects to retain the property. This important factor is often misunderstood and may lead the unwary into financial distress. How much can we expand our holdings for increased profit? This question is asked many times. Some risk all their holdings, which may not be warranted, in order to expand, on the theory that land is limited and when it's for sale they must have it at any cost. This feature also tends to keep the price of land high.

Do not inadvertently become a high cost operation ranch with long feeding seasons and poor layouts. Keep your operational balance in line by constantly keeping good records and adjusting to better practices. A high percentage of calf crop is another prominent factor in profit making.

Don't forget what research can do for us in increasing production and explore these methods, applying them to your operation. The National Planning Association, a non-profit organization, says that even if the amount of cultivated lands and numbers of livestock remain unchanged, increased yields alone can be expected to raise production 21.3 per cent by 1965. Colorado A. & M. College has announced feedlot gains of better

than 4 pounds per head per day on steers. These fabulous results came from hormone injections—probably not practical for general use yet, but in the offing. Be sure to change and adjust to the **new-proven methods** of ranching, including feed production.

Finally, for a sound investment in ranching, you must base the price you can pay on what the ranch will produce, remembering that efficiency in labor and management is the key to a sound investment.

Know the facts, don't guess, plug the leaks, manage the resource well and make your enterprise pay by realistic analysis.

Excerpts taken from the following:

1. Guy Brock, Jr.—Some Important Management Factors Affecting Profits on Wyoming Cattle Ranches.

2. Thesis—University of Wyoming, 1953.

3. R. T. Burdick in Western Farm Life, July 1, 1953.

4. Hill Ferguson—Equitable Life Assurance Society of the United States.

Broiler Business Expands Without Regard to Prices

Production of broilers this year will be record large, probably 6 per cent larger than the 1,345 million birds of 1956, according to Edward Karpoff of the USDA. In 1958 it is likely to increase again, maybe by as much as the 1957 increase. Prices at the farm level may be about 19 cents.

The organization of the broiler business helps to explain why the industry can continue to make consistent gains in volume in the face of what superficially seems to be a discouraging basis for expansion, says Mr. Karpoff. Contractual arrangements as used in broiler production relieve the grower of much of the price risk of the enterprise and at the same time commit the financier to a steady rate of production. As a consequence, broiler production no longer drops down as a matter of course when prices drop. Every new appraisal of the broiler industry reveals additional economies, shortcuts and efficiencies which tend to cut costs, Mr. Karpoff declares.

Mexico to Wipe Out Tick

Mexico has initiated a campaign to wipe out cattle tick, with the Mexican department of agriculture spearheading the campaign through specially set-up mobile combat groups.

The move is in keeping with the administration's desire to develop the cattle industry. So far, from 1953 to date, Mexico has spent \$24,000,000, supplied by official livestock credit banks, for expansion of the industry.

Chief result of this spending has been the creation of new cattle ranches, especially smaller operations.

With the cattle population now figured at 14,404,451 head (valued at \$520 million), the plan is to seek to boost this to at least 20 million head.—**Emil Zubryn.**

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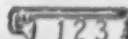
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BRISKET DISEASE



Mature cow suffering from brisket disease. Typical cases show accumulation of fluid in abdominal cavity and in the brisket region.

(Drs. LeGrande Shupe and Joseph L. Thorne, members of the department of veterinary science, Utah State University, tell of research that is piecing together the parts that will add up to a solution of the disease. Their article is a reprint from the university's *Farm and Home Science* magazine.—Ed.)

INTENSIVE post mortem studies of animals with brisket disease are pointing out clues which may lead eventually to its cause and therewith to a means of preventing the disease in range livestock.

Veterinarians at Utah State University have found that animals that die from the disease have an enlarged right side of the heart and in addition a generalized accumulation of fluid in the abdominal and thoracic cavities, and in the tissues of the abdomen, brisket and throat region. The liver is enlarged and hardened. The cause of the accumulation of fluid and the liver changes can be attributed to changes in the right side of the heart. The cause of the failing right side of the heart is not known definitely.

But more recent work done at Utah State University indicates that the cause of the heart changes may be found in the lungs. Definite changes in the lungs are found in most cases of brisket disease. In some cases blood clots were found in the blood vessels carrying the blood from the right side of the heart through the lungs. In other cases degeneration and thickening of vessel walls with disappearance of the openings of these vessels were observed. These conditions would offer resistance to blood flow through the vessels of the lungs, with a resultant dilatation and enlargement of the right side of the heart and a subsequent congestive heart failure. In addition to these changes in the lungs, multiple abscesses, severe dif-

fuse lung-worm infestation, collapse of the pulmonary alveoli, and congestion and emphysema of the pulmonary tissue were observed.

Brisket disease affects animals after they have been grazing on high mountain ranges during the summer months. However, it sometimes affects animals on areas at lower elevations. It has occurred during winter and spring months before cattle were moved to the higher summer ranges.

Symptoms—The disease manifests itself as severe depression with respiratory difficulty and loss of appetite. Affected animals stand away from other animals. They usually have a rough hair coat, a distended abdomen caused by an accumulation of fluid in the abdominal cavity, and often have a profuse diarrhea. Frequently they have a swollen brisket caused by an accumulation of fluid under the skin and in the adjacent tissue. The swelling may extend up to the neck and may also become prominent in the throat region. The condition often terminates in immediate death. Forced driving of affected animals may prove fatal.

Early investigations of this disease were made in Colorado by Glover and Newsom between 1915 and 1917. They reported that cattle in Colorado had been affected for a long time by a disease characterized by a swelling of the brisket. They believed that these symptoms were caused by exertion of the heart before acclimatization to high elevation, or in calves by inherited cardiac weakness. Recent work by Jensen and Pierson indicates the disease in Colorado is due to high altitude and a resultant diseased condition of the lungs.

A similar disease called "St. George's disease" was reported from Australia by Maunders in 1947. This disease occurs at low altitudes and the cause is unknown although it is believed to be a

toxic element in the diet or a dietary deficiency of one or more nutrients.

Studies with trace minerals—Earlier research in Utah was centered on the role of trace minerals. But the findings indicate that trace minerals probably are of little significance in altering the incidence of the disease or in curing it. Extensive blood studies on normal animals supplemented with trace minerals showed no advantage over animals not receiving mineral supplements. Furthermore, blood studies of affected animals have not revealed any apparent abnormal blood changes.

Information available indicates that brisket disease does not occur on all high elevation range areas. For this reason the plants on ranges where the disease is prevalent have been studied. These suspected plants are uncommon in areas where the disease does not occur. However, experimental findings indicate that the plants are not significant causative agents of brisket disease. Suspected plants are marsh marigold, yellow flowered buttercup and groundsel.

Changes in the environment may alter the course of the disease. Confinement on high quality feeds, or removal into areas of lower altitudes with good quality feed will aid in recovery. The stage of the disease when the animal is found is the most significant single factor affecting the outcome of the animal. A small number of animals recover without treatment.

Tips Given on Preventing Losses From 'Water-Belly'

Two important factors in warding off "water-belly" due to urinary calculi are cited by Dr. R. H. Udall, associate professor in the Colorado State University college of veterinary medicine: (1) A good water supply not too hard; (2) salt in the ration to make the animal drink more and keep the urine diluted to prevent calculi from forming. Experiments last year showed 10 per cent salt fed in the total ration prevented calculi formation, but researchers now feel that less can be used—perhaps only 3 or 4 per cent of the total ration. Experiments show no ill effects on the feed intake, rate of gain or carcass grade. Dr. Udall points to evidence that stilbestrol-implanted animals and those receiving milo instead of corn have a greater chance of developing a calculi condition than animals receiving neither of these ingredients.

Mexico's Cattle Buyers Spending Another \$5 Million

Mexican cattle buyers are buying \$5 million ...U.S. worth of American cattle under terms of a second U.S. loan through the Export-Import Bank. They will buy bulls, beef cows, both registered and commercial, and dairy cows. Prices are limited to \$...1,200 for an animal.

Tests Show Linseed Meal Good for Beef Animals

Linseed meal gives slightly better results than soybean oil meal when fed to beef steers and heifers, according to recent University of Minnesota studies. Half of 64 steers were fed the linseed meal, half soybean oil meal, for 112 days. The ones on linseed meal gained 2.44 pounds daily; those on soybean meal 2.33, but feed cost per 100 pounds of gain was about the same for both groups. A similar study with heifers showed those on linseed oil meal averaged 2.41 pounds per head daily, the others 2.26 pounds on soybean oil meal.



Last month we printed a picture of Hereford triplets born at Barbourville, W. Va., going us one better, Bob Murphy, assistant secretary of the Montana Stock Growers Association, sent in this picture of quadruplets born on the James C. Anderson ranch near Augusta, Mont., on Aug. 1. They weighed nearly 25 pounds each at birth. Their five-year-old mother nursed two of the calves and Mr. Adamson bucket-raised the other two.



Prize herd bull of Cox Ranch, El Paso, Tex., adjoining White Sands Proving Ground, is rescued by five-ton crane from missile test center. Bull fell into the stock tank during a snowstorm and was pulled out after six hours exposure in freezing water by army personnel and civilian employees of the proving ground. (Wide World photo.)

One Little Word— What a Difference It Makes

An editorial in the November American Cattle Producer said that housewives want lean beef but they also want it marbled and that meat sales show that they have a preference for choice cuts. The editorial also said "This does not mean that the lean cuts are (not) nourishing, tasty and marketable." But the (not) was left out of the sentence through a typographical oversight. What was meant, of course, was that all beef is good beef.

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LADIES' CHOICE



Through a Ranch House Window

By DOROTHY McDONALD

Another year draws to a close and as usual I am saddened that the charming ladies I've grown to know so well through our correspondence—the National president and secretary, the present state officers—will soon be stepping out of office and, caught up in whatever duties and interests the New Year brings, will drift out of my orbit. But I'm enriched by having known them, and I know that now and then we'll meet at conventions perhaps. And because we're tied together by our common interest in the CowBelles and the cattle industry, Time and Space will not make us cease to be friends.

So, while I say a regretful "goodbye" to Thelma Trego, to Hazel Haase and the many state and National officers I've written to all year, I'm looking forward to working with Mrs. Burghart and her officers, and to all the ladies who will serve their state and local groups in 1958. It's such fun to have even a small part in this organization!

Being your editor for almost eight years has been a very rewarding experience; sometimes I think this column is like a pebble tossed into a vast, placid pond. From the tiny circle of ranch wives I knew in 1948, concentric rings of friendship reach out farther each year to all parts of this country of ours. . . . Though I guess the simile isn't very apt; fortunately the CowBelles are

much too active to be compared to anything "placid." But may our circles of friendship grow. May we all be tied ever closer together by our common interest in our industry this coming year. May 1958 bring nothing but the best to you and yours. And in the words of Tiny Tim, "God bless us, every one!"

Merry Christmas!

The Oklahoma Meeting

The most important news to CowBelles everywhere just now is the National meeting in Oklahoma City, Jan. 6-8. I'll let you hear direct from the general chairman of the CowBelles' convention committee—Oklahoma's president, Mrs. J. B. Smith:

"Convention time is almost here," she writes, "and the Oklahoma CowBelles are eagerly awaiting your arrival. We have planned entertainment and meetings that we hope you will enjoy. Our state, 'fairest daughter of the West,' usually provides very fine weather the first half of January, but she can be fickle, too. Our winters are not too severe, but sometimes we can have a snow or sleet storm. As to clothes, suits and a light coat are usually ample. There is an underground tunnel between the Skirvin Hotel and the Skirvin Tower, where the luncheon and breakfast will be held, if we need to

use it. (It could be like Phoenix last year, couldn't it? But we all rejoiced in the rain, even if it was momentarily inconvenient, didn't we?) We hope we can give you fine days for your visit, but we hope even more that if we do have very cold weather the warmth of our welcome and the friendly atmosphere will dispel any chill. You should know by now that we are all just waiting to say "Welcome to Oklahoma," so until January, the best of wishes for the Merriest of Christmases and a Happy New Year.—Betty Smith."

Convention Co-Chairmen

Ladies' Reception, Jan. 5: Mrs. Bob Jessup, Oklahoma City; Mrs. L. W. Long, Jr., Rush Springs.

Luncheon and Style Show: Mrs. Harold Mathias, Oklahoma City; Mrs. Jim Todd, Nowata; Mrs. Jack Jessup, Oklahoma City; Mrs. Wayne Rowe, Lawton.

CowBelle Breakfast, Jan. 7: Mrs. Claud Wallace, Atoka; Mrs. Ben Culver, Pawhuska.

Ladies' Tour, Jan. 7: Mrs. A. K. Mackey; Oklahoma City, and Mrs. Jim Simms, Oklahoma City.

Hospitality Room (and don't forget to register there where you are staying in Oklahoma City so friends can look you up): Mrs. Jack House, Oklahoma City, and Mrs. J. K. Haley of Mountain View.



Augie R. Ring, Chicago, director, department of merchandising, National Live Stock and Meat Board, and Margaret McCarty, Clarence, Mo., immediate past president of the Missouri CowBelles, discuss the nutritive value of beef cuts at the board's educational meat exhibit at the American Royal Show.



Mrs. M. E. Trego of Sutherland, Nebr., president of the American National CowBelles, and her favorite horse, "Scorpy."

CowBelle Chimes

Vol. 5, No. 12

December, 1957

President—Mrs. Mose Trego, Sutherland, Nebr.

Vice-Presidents—Mrs. Robert Burghart, Colorado Springs, Colo.; Mrs. Lucius Long, Jr., Meers, Okla.; Mrs. Joe Oliver, John Day, Ore.

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Editor—Mrs. Dorothy McDonald, 303 N. 47th St., San Diego 2, Calif.

"God bless you all"—and may you have a Joyous Holiday Season.

—Thelma Trego, President

Here and There With the CowBelles

Last month I suggested that it might be interesting to hear what state and local groups had done this year, and I do appreciate the reports and pictures that have come in so far. Since January is a sort of in-between time, we'll probably have space for others next month. So, if your organization isn't mentioned here, how about letting us know what you did, as a group, in 1957?

ARIZONA COWBELLES report a pleasant get-together at the Fred and Kathleen Fritz ranch in Greenlee County in May. On July 4 the Yavapai CowBelles entered a float in the Prescott parade. This very large float was loaded with small daughters and sons of Yavapai cattlemen, each costumed to represent some good American industry or tradition. In August the Willcox CowBelles and the San Pedro CowBelles entered floats in the Willcox Rex Allen Days celebration. Willcox won second for city floats with their "corralling the CowBelles" theme, and the San Pedro group won first prize for out-of-town floats with their beef promotion theme, "Beef is Champ."

In August, too, the state CowBelle committee headed by capable Mrs. Steve (Maxcine) Bixby awarded \$100 scholarships to Miss Patti Perner of Seligman and Clifford Gilliam of the Boquillas Ranch. (These scholarships were reported on last month.) Yavapai CowBelles in September won second prize for their booth at their county fair.

At present each CowBelle group is busy with plans for the state convention at Prescott, Dec. 12-14. There will be a prize for the outstanding squaw dress made by a CowBelle to represent her particular group; I'm sure they will

BEEF PROMOTION:

There have been several very important developments in this field lately, and the CowBelles will receive National recognition when the largest and most important farm magazine features "Beef Cookery, Ranch Style" in its February issue. But for lack of space we'll have to wait and tell you the experiences of the Colorado CowBelle who was their protagonist next month.

be a pretty sight and we'll see some very clever dresses.

—Betty Lane, Publicity

CALIFORNIA COWBELLES convened in Fresno earlier this month. (We will hope to have report of their meeting for the January issue.—ED.) Local groups reporting a busy and successful year were the Alameda and Contra Costa Belles with their June annual barbecue at the Carl Zwiassig ranch in Niles Canyon and their booth at the Alameda County Fair as highlights. Forty-five hundred people signed the register at the CowBelle booth and more than 5,000 recipes were given away. A good many copies of "Beef Cookery" were sold.

San Joaquin and Stanislaus Belles also enjoyed their annual CowBelles' and Cattlemen's annual barbecue in June. After an evening of entertainment highlighted by the performance of Tristan, the educated horse, a short business meeting was called, at which the group voted in favor of an annual contribution in support of the California CowBelle booth at the Sacramento State Fair. A combined group of Cattlemen and CowBelles met on June 12 as guests of the Budd Hansons in Oakdale to compile their views regarding outdoor beef advertising. They were addressed by Mr. Robert Munyon, manager of the California Beef Industry Council on a program prepared by "Beef Bill Boards, Inc." It was recommended by the committee that Mr. Munyon present the program to the state association and all county groups.

A Message From Your CowBelle President

Greetings to my CowBelle friends:

The privilege of serving as your American National CowBelle president is an honor that I shall cherish as long as I live. It has been a wonderful experience and opportunity, meeting and corresponding with so many CowBelles over the United States.

Your invitations to attend state conventions and other meetings have been greatly appreciated. Much to my regret, it was impossible to accept them all. On all visitations I did make I have been royally entertained. With gratitude I found all CowBelles pledging their support toward factors influencing the production and marketing of beef. My personal thanks to each of you for your loyal support in all projects this year. Your enthusiasm and determination have made it possible to carry on the tremendous job of beef promotion.

We know that greater achievements lie ahead; we have many possibilities in this work. I have the faith the CowBelles will meet every challenge in assisting the cattle industry.

I deeply appreciate the complete and unselfish support of our vice-presidents—Mrs. Robert Burghart, Mrs. Joe Oliver and Mrs. Lucius Long. They have given much in making this a successful year.

I want especially to thank Mrs. Hazel Haase, your National secretary, for the wonderful support she has given. Hazel accompanied me on almost all my visits this year. Her companionship and efficiency have been greatly appreciated.

My thanks, too, to the chairmen and members of various committees. Through their faithfulness and hard work the National programs were outlined. This we know is a task, and we should all appreciate their many efforts.

We're also fortunate to have Mrs. McDonald as editor for our Chimes. We appreciate her charm and the many hours she has spent in our behalf.

Now another year is coming to a close. Let's continue working together, in having greater understanding and in making 1958 another outstanding year for the CowBelles.



Jay H. Dobbin, Joseph, Ore., 84 years old, named "Father of the Year" in the American National CowBelles project. Judged second was C. W. Grandy, Terry, Mont., and third, George F. Nelson, Spanish Fork, Utah.

San Luis Obispo CowBelles report that in May 100 'Belles and their friends attended a western fashion show at the Paso Robles Inn. In June they enjoyed a dance at the same inn. This group, like all others throughout the state, was very active in June with the "Beef for Father's Day" promotion. The ladies also gave copies of "Beef Cookery" to all county libraries as well as high school home economics classes in an effort to create more interest in the preparation and cooking of Beef. They also had an excellent booth at their county fair.

Santa Clara County CowBelles distributed many recipes at the booth they set up on the roof of Macys in San Jose during the store's three-day featuring of outdoor furniture and barbecue equipment. The California Beef Industry Council cooperated with the CowBelles on this booth.

Yolo County CowBelles enjoyed a fashion show and dessert bridge on May 21 to kick off their extensive "Beef for Father's Day" plans. Safeway Stores joined in their "To the dad with the most, his chance to boast and take home a roast" campaign to find the father with the largest family. The dad with the "most" was presented with a \$25 award and the father with the second

largest family with \$10. Each dad also received a beef roast from Safeway. This group, too, enjoyed what is becoming a tradition with most country organizations—a joint CowBelle and Cattleman's barbecue. Theirs was held in May at the Fairgrounds.

Kern County 'Belles, oldest and one of the most active in the state, at their June 4th meeting proudly presented a check for \$560 to Mrs. Mary Lavers, a member of the group and the sponsor of the Mary Lavers Home for Girls in Bakersfield. The check represented the net proceeds from their annual spring dance. As part of their "Beef for Father's Day" promotion they presented boxes of Beef Candy to each county supervisor. The first father at each of the five hospitals in Bakersfield was presented with a carton of 12 cans of Baby Food Beef and a box of Beef Candy. This group also voted a donation to the California CowBelles for a state booth at the Sacramento Fair. A feature of their own booth at the Kern County Fair in September was the opportunity to purchase copies of Kern County's own cookbook, "Chuck's On."

Lake County CowBelles, one of the state's very new groups, got off to a good start by taking part in three county-wide celebration parades (their

Lakeport entry was reported on earlier.) They also had an excellent booth at their county fair.

San Diego CowBelles report a very successful "Beef for Father's Day" program for 1957. They continued their donations of beef to the Salvation Army Door of Hope and their cash donations to finance the chaperones for the 4-H youngsters attending the Del Mar Fair. They were very proud to serve as hostesses for the September barbecue that kicked off the Cowboy Hall of Fame promotion in their area, and in October they and the San Diego Cattle-men enjoyed their own annual beef barbecue.

—Virginia Burnquist, Publicity

MONTANA COWBELLES have not been heard from as a group, but a report from the **Southeastern Montana 'Belles** tells of the first of what they plan will be an annual beef party in Miles City on Oct. 28 for CowBelles and Stockgrowers in their nine-county area.

From the **Carter County CowBelles**, a very new but extremely active group, we received samples of their beef promotion napkins. (I shall have something to say about this sort of promotional material next month when we have more space. It seems to me we should share them.) The ladies report that their first order of 50,000 of these attractive napkins was sold in less than two weeks to hunters, to restaurants catering to tourists and to ranchers. This group has distributed a great deal of advertising literature, had a float in Ekalaka's "Days of '85" parade, manned a booth at the fair where they sold "Beefy Banks," "Eat Beef" ash trays, and cookbooks. Though theirs is a large county, the ladies are enthusiastic enough to attend meetings as much as 100 miles away. We'll hear more from them!

OKLAHOMA COWBELLES have had two major projects this year—preparation for the National convention in January and promotion of the Cowboy Hall of Fame that will be dedicated then. Many members, under the capable leadership of Betty Smith, their president and general chairman, and with



Carter County (Mont.) CowBelles (l. to r.): Miss Betty Jo LaBree, secretary-treasurer; Mrs. Glen Hall, former secretary-treasurer; Mrs. J. Oliver Teigen, president; Mrs. Ernest Funk, vice-president, and Mrs. Harold Asbury, past president.



Buggy ride on Alfred Gustafson's place during the third annual picnic of North Dakota's CowBelle alumni, Sept. 1957.

the encouragement of our own National vice-president, Mrs. Lucius Long, have labored long and hard for the results we will enjoy next month. The only other report I have from these ladies is a report from Mrs. Daisy Dunn, president of the **Roger Mills County** group, that the steak dinner for the 'Belles and their husbands was a huge success . . . And that the **Nowata County CowBelles**, as is traditional with them, had a booth in the annual Harvest Festival celebration.

OREGON COWBELLES are justly proud that their entry, Jay H. Dobbin, placed first in the "Father of the Year" contest. At a recent luncheon the **Wallowa County 'Belles** honored Mrs. Dobbin with a life membership in their group and Mr. Dobbin with appropriate speeches and gifts.

The Oregon Cattlemen's Association and the Oregon CowBelles had a highly successful booth at the Oregon State Fair. They gave away hundreds of beef recipes and answered many questions pertaining to the beef industry; also sold cookbooks and Beef Candy. Oregon CowBelles are continuing their senior homemaking project by presenting cash for the purchase of beef to be used in classroom demonstrations; also beef recipe leaflets and a beef chart to each student. County groups sponsor the program in their areas and the state CowBelles cover the rest of the state, including Portland. The Oregon ladies will meet in Prineville in December in conjunction with the Cattlemen of the Year selection, the purpose of this meeting being to have reports of beef promotion activities by the county groups up to Dec. 1, thus shortening the time required for the business meeting at the state convention in May.

—Elizabeth Campbell, President

NORTH DAKOTA reported at some length on 1957 activities last month (which is what gave me the idea of asking the rest of you to do so) but a recent note from their president, Mrs. Fred Wojahn, gave more details of their activities. At the Walsh County Fair in October a panel of three ladies—Mrs. Wojahn, Mrs. John Hanson and Mrs. Earl Morrell—were given the assignment of telling the ranch wife's contribution to the livestock industry. They gave resumes of the organization of the CowBelles and their efforts in beef promotion also. Mrs. Alfred Gustafson, composer of their state song, passed out copies of the song; and with the assistance of many other CowBelles who gave generously of their time the group served smoked beef link sausage to 500 people, sold cookbooks, Beef Candy, napkins and other promotional material.

In their CowBelle "Alumni" group (pictures of which appear elsewhere on these pages), the North Dakota ladies have a "fun" group that many of us would like to emulate. In the words of their founder, Mrs. Earl Morrell, "Our motto is a simple one: No Work, No Worry, No Dues. It works out so well that our last year's 'foreman'

didn't know she'd been an officer until it came time to elect her successor."

But I'll let Clarissa Morrell tell you about this delightful organization next month. And in the meantime I hope you will forgive us because lack of space prevents our usual "Here and There with the CowBelles" reports. We'll have them next month.

MEMBERSHIP: Merry Christmas and Happy New Year to you all! This is my last invitation to you to come join our worthwhile organization, the American National CowBelles. Just bring ONE extra dollar to the convention in January and see for yourself what we are doing, have done, and are going to do! Nowhere can you get so much for a dollar; it may surprise you when you see and feel the enthusiasm this group has and the things which are being accomplished now. Every worthwhile thing must grow, and there is strength in numbers, you know. Can we count YOU a member in January?

Vera Long,
National Membership Chairman



Agda Jean Johnson, 16, of Dayton, Ore., member of the Yamhill County 4-H, prepares her original recipe for Surprise Burgers which won her county and state awards at the Oregon Fair.



A group of San Diego County (Calif.) CowBelles not identified ready to dish up barbecued beef and beans at their annual barbecue held in October.



Ladies attending the Oklahoma City convention of the American National Cattlemen's Association will be interested in the community center project near the convention city called Hummel

Holiday Village. Operated by 27 housewives, Hummel Maid, Inc., makes and merchandises braided rugs, with an early American-style shopping center. (Okla. City C. of C. photo.)

SALES

**DEC.
14
S. D.**

Bones Hereford Ranch

Annual Herd Bull and Replacement Sale
December 14
35 bulls
Bones Hereford Ranch, Parker, S. D.
Parker, South Dakota
35 bred heifers
Phone Hartford 23F09

WYOMING HEREFORD ASSN. SELLS 127 BULLS AT \$725

In the Wyoming Hereford Association sale at Casper last month, purebred and commercial breeders invested \$92,105 in 127 Hereford bulls to average \$725. Twenty-nine of the animals brought \$1,000 or more; the two top sellers, from Oliver Wallop's Canyon Ranch at Big Horn, brought \$3,000 each. Sixty-two individual bulls totaled \$53,285; 11 pens of three averaged \$561, and 16 pens of two averaged \$635. The champion and reserve champion in the show preceding the sale were shown by Canyon Ranch. Major buyers included Herman Werner of Casper and Milton Hyatt of Hyattville.

ARIZONA SHOW PLANNING RECORD EVENT IN JANUARY

Entries for the Arizona National Livestock Show, opening Jan. 1, 1958, are already running well ahead of last year's at this time, with officials reporting receipt of entries from 14 states and inquiries from others. Competitive breeds at the four-day show are Hereford, Angus and Shorthorn. For exhibit only, the Arizona National

accepts all new breeds with recognized national associations, including Santa Gertrudis, Brangus, Charollaise and, for the first time, Charbray. The show is offering \$30,000 in premiums, the highest total in its nine-year history.

2,276 BRAHMAN CATTLE EXPORTED THIS YEAR

The American Brahman Breeders Association reports that animals of the breed may now be found in 42 countries outside the continental United States (including U. S. possessions.) Between Jan. 1 and Oct. 1, 1957, a total of 2,276 Brahman left U. S. ports for new homes.

ANGUS ASSOCIATION MAKES CHANGE IN FEE SCALE

Effective January 1, 1958, the American Angus Association has announced a rate change for registration fees: Animals six to 12 months of age will be registerable for \$3 by members and for \$6 by non-members. For other ages the fees will remain the same. The \$5 and \$10 fees, to members and non-members respectively, are eliminated on animals nine to 12 months of age.

CHAMP BRINGS \$5,500



Shown is "Tom," a 1,070-pound Hereford selected as grand champion steer of the 1957 American Royal Show. The steer brought a final bid of \$5,500 from Putsch's 210 restaurant on the Plaza. Shown, left to right, are Miss Malinda Berry, Queen of the American Royal, Stillwater, Okla.; Eddie Williams of Williams Meat Co.; Mr. and Mrs. Putsch, and 17-year-old Gary Minish, Dysart, Ia., exhibitor of the champion. (American Hereford Association photo.)

CHEMICAL FIRM TO AWARD ANIMALS TO JUNIORS

The American Cyanamid Company will award 22 purebred breeding animals as prizes to 4-H Club and FFA members exhibiting livestock at the 62nd Southwestern Exposition and Fat Stock Show, Jan. 24-Feb. 2 in Fort Worth. The animals will be presented to boys and girls showing the best animals in various cattle, swine and sheep classes in the junior division from Texas. Other awards will go to FFA and 4-H boys from any state in the open division. Prizes include purebred Angus, Shorthorn and Hereford heifers.

SANTA GERTRUDIS OKAYS FIRST NEBR. APPLICATION

The first Nebraskan to become a member of Santa Gertrudis Breeders International is Mickey Walker of Paxton, who with his wife owns the first purebred herd of the breed in the state. The Santa Gertrudis was recognized in 1940 by the USDA as America's first breed of beef cattle; it was originated and developed on the King Ranch in south Texas.

HEREFORDS GET TOP IN SAN FRANCISCO SHOW

The grand champion of the Grand National Livestock Exposition in San Francisco early in November was a 1,050-pound summer yearling steer shown by Double M Hereford Ranch, Adams, Ore. The grand champion carlot was a load of Herefords from Fresno State College in California. In the Hereford breeding show Double M Ranch had the champion bull and Turner Ranch, Sulphur, Okla., the reserve animal. The female champion was a senior yearling shown by Herschede Ranch, Hereford Ariz..

SAN ANTONIO SHOW ANNOUNCES PREMIUM LIST

The ninth annual San Antonio Livestock Exposition and Rodeo will be held Feb. 7-16, 1958; it will offer more than \$86,000 total prizes and premiums. Hereford premiums will total \$8,000; Polled Herefords \$2,000; Angus \$5,440; Shorthorns \$3,000; ABBA Brahman \$3,000; Paza Brahman \$3,000; Brangus \$2,520; Santa Gertrudis \$1,500; Charbray \$250. Premiums totaling \$3,642 are offered on fat steer calves, open class.

CALIFORNIA HEREFORDS TAKE CHAMPIONSHIP AT OGDEN

In the annual Ogden (Utah) Livestock Show last month, grand championship honors in the individual fat steer division went to a Hereford shown by Parks Hereford Ranch, Bakersfield, Calif. and the reserve champion, also a Hereford, was shown by Brent Morgan of Morgan, Utah. Jensen Bros., Logan, showed a pen of five Herefords to the top award, and Teichert Hereford Ranch of Cokeville, Wyo. took second place.

AMERICAN CATTLE PRODUCER

TRIPLE U HEREFORD SALE: \$44,305 FOR 86 BULLS

The registered bull sale of the Triple U Hereford Ranch at Gettysburg, S. D., last month showed an average of \$515 on 86 bulls which totaled \$44,305. Top prices were \$1,235 and \$1,090.

HEREFORD ASSOCIATION HITS NEW RECORD ON MEMBERSHIPS

Membership of the American Hereford Association stands at an all-time high of 29,524. The total includes 135 Hereford breeders who joined during October.

SHORTHORN ASSOCIATION ADDS 84 NEW MEMBERS IN MONTH

Eighty-four new members from 21 states joined the American Shorthorn Breeders in October; the association secretary, Allan C. Atlason, reports that 40 of these were active breeders, the remaining 44 junior memberships. A Polled Shorthorn firm from North Dakota, Gregory P. Kastner & Sons, Glen Ullin, was top recorder with 51 registrations.

10th RED BLUFF SALE PLANNED FOR FEB. 6-8

California's 1958 Red Bluff Bull Sale, which will take place Feb. 6-8 at Red Bluff, will have the same three officials placing University of California record of performance grades on bulls sold as in 1957. They are Reuben Albaugh and Harvey McDougal of California and Chas. Kyd of Montana. The event will feature sale of more than 350 bulls consigned by 63 breeders of registered beef cattle from nine western states. For the first time in 10 years all pen lots of bulls will be exhibited, inspected, graded and sold loose. Some high grading herd bulls will also be included in the single sale offering. Since its inception in 1942, the Red Bluff sale has marked the purchase by 975 cattlemen, in nearly every county in the western states, of 4,637 bulls.

CHAROLAISE-CROSS CATTLE OFFERED IN TEXAS SALE

A consignment sale has been set by the Texas Charollaise & Charollaise-Cross Sales Corporation for the 1958 San Antonio Livestock Exposition, the morning of Feb. 12, 1958. Fifteen breeder-members of the group will offer some 35 crossbred animals in the sale.

NATIONAL POLLED HEREFORDS BRING \$1,407 AVERAGE

Average price paid on 49 animals in the National Polled Hereford Sale at Harrisburg, Pa. last month was \$1,407. The 19 bulls figured \$2,108; 30 females \$830; the total in the sale was \$64,945. The top price of \$10,000 was paid for the champion bull, and the high selling female brought \$3,400.

HEREFORD REPRESENTATIVE NAMED FOR SOUTHERN STATES

J. Herbert Carrier, former extension animal husbandman for the University

BULLS

FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

N BAR RANCH Grassrange, Mont.

We have 40 head of coming 2-year-old Hereford bulls, some top calves and 150 females for sale. Call or write us. You'll like our cattle as so many do.

F. E. MESSERSMITH & SONS, Alliance, Nebraska

"Our Herefords build the beef where the highest priced cuts of meat grow"

of Arkansas, has been appointed field representative for the American Hereford Association in Alabama, Arkansas, Louisiana, Mississippi and Tennessee. He will take over the territory formerly covered by Forrest McClain, who is now ranching at Greensboro, Ala.

BEEFMASTER SEMEN OFFERED

A frozen semen program which will make semen from top Beefmaster herd sires available for breeding anywhere is announced by Lasater Ranch, Mathe-son Colo. Technical details are being handled by Colorado State University.

CHAMP AT EASTERN

Miss Katherine Losee, co-owner with Ankony Farm of Rhinebeck, N. Y., of the 14-month-old Angus steer, Ankony Royal McBee, named grand champion steer of the 1957 Eastern National Livestock Show, held late in November at Timonium, Md., accepts a trophy presented by an official of the show. Reserve champion steer was also an Angus entered by Penn State University.



Calendar

Dec. 13-14—Annual meeting of Arizona Cattle Growers Assn., Prescott.
Dec. 13-14—Utah Cattlemen's annual convention, Salt Lake City.
Jan. 6-8, 1958—61st annual convention, AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION, Oklahoma City, Okla.
Jan. 10-15, 1958—National Western Stock Show, Denver.
Jan. 24-Feb. 2—Southwestern Exposition and Fat Stock Show, Ft. Worth, Tex.
Jan. 29-31—12th annual convention, Mississippi Cattlemen's Assn., Jackson.
Mar. 23-25—Idaho Cattlemen's Assn. meeting, Boise.

FEDERALLY INSP. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
Oct. 1957	1,801	742	6,094	1,210
Oct. 1956	1,959	872	6,347	1,439
10 mos. 1957	16,465	6,157	49,654	11,298
10 mos. 1956	16,693	6,474	53,491	12,027

COLD STORAGE HOLDINGS

	(Thousands of Pounds)			
	Oct. 1957	Sept. 1957	Oct. 1956	5-Yr. Avg.
Frozen Beef	94,224	91,383	142,922	145,866
Cured Beef	12,713	13,432	6,912	7,131
Total Beef	106,937	104,815	149,834	152,997
Lamb & Mutton	5,660	5,745	11,203	11,955

CHICAGO LIVESTOCK PRICES

	Nov. 21, 1957	Nov. 26, 1956
Steers, Prime	\$25.50-27.25	\$24.50-29.00
Steers, Choice	23.50-26.00	21.50-26.50
Steers, Good	20.50-24.25	18.50-22.00
Steers, Std.	19.00-21.00	15.00-18.50
Cows, Comm.	15.00-16.25	10.75-11.50
Vealers, Gd.-Ch.	23.00-28.00	21.00-22.00*
Vealers, Std.	20.00-25.00	18.00-21.00**
Calves, Gd.-Ch.	19.00-24.00	16.00-18.00**
Calves, Std.	17.00-19.00	14.00-16.00**
F.&S. Strs., Gd.-Ch.	20.00-26.50	16.50-22.50
F.&S. Strs., Cm.-Md.	15.50-21.00	11.50-16.50
Hogs (180-240#)	16.85-17.75	15.25-16.25
Lamb, Gd.-Ch.	21.00-22.50	18.50-20.50
Ewes, Gd.-Ch.	6.50-7.50	5.00-6.00

WHOLESALE DRESSED MEATS

	(Chicago)	Nov. 21, 1957	Nov. 27, 1956
Beef, Prime		\$42.50-45.00	\$41.00-46.00
Beef, Choice		39.00-42.00	38.00-41.00
Beef, Good		36.00-39.00	32.50-35.50
Beef, Std.		33.00-36.00	27.00-31.00
Veal, Prime		44.00-46.00	39.00-41.00
Veal, Choice		41.00-44.00	35.00-38.00
Veal, Good		35.00-41.00	26.00-35.00
Lamb, Choice		44.00-48.50	39.00-42.00
Lamb, Good		42.00-45.00	36.00-39.00
Pork Loin, 8-12#		37.00-51.00	35.00-38.00

U. S. Soil Bank Idea Travels to South Africa

South Africa is going to emulate the United States by starting a "soil bank." The South African agriculture department says it is aimed at checking deterioration of the soil and avoiding cereal surpluses. A subsidy will be paid on establishment of grass leys and loans will be made for buying livestock to eat the grass.

COVER PICTURE

This shot of pasture and grain fed steers at the Albaugh brothers place near MacArthur, Calif., was taken by Lyle Liggett, information director of the American National Cattlemen's Association.

Personal Mention

William B. Wright of Deeth, Nev. was honored as Nevada Cattleman of the Year when the State Cattle Association met Oct. 28-29 at Lovelock. Mr. Wright is a former president of the American National and the first president (1943-41) of the Nevada association.

Retiring after 10 years as director of research for the National Restaurant Association is Col. Paul P. Logan. Colonel Logan had previously served 30 years in the army and was inventor of the special field ration known as the "Logan-bar."

J. T. Lacy, city freight agent for the Burlington Railroad at St. Louis, Mo., has been appointed assistant general livestock agent at Galesburg, Ill., succeeding H. A. Leopold who is retiring after 35 years with the line.

Herman Welker: The former Idaho senator died last month in a Maryland hospital at the age of 50. He had twice undergone brain surgery.

Clarence Dooley, Sprague, Wash., well known in livestock circles, has been selected as state "Cattleman of the Year" for 1957 by the Washington Cattlemen's Association. Announcement of his selection was made at the association's annual banquet at Ellensburg Nov. 8. Mr. Dooley has operated the Figure 3 Ranch in Sprague potholes

country since 1905, increasing the size of the ranch from a meager beginning to the present 7,880 acres . . . Oliver Kreps, Jr., Laurel, was chosen as "Rangeman of the Year." He is a life-long rancher and operates a 3,600-acre ranch, plus leased lands.

Dr. R. T. Clark, co-ordinator of beef cattle research in the western region, was recommended by USDA to the Food and Agriculture Organization of United Nations and has accepted a post for a year at Buenos Aires. He will work with the Argentina ministry of agriculture on a program for livestock improvement through studies of environmental factors and adaptation of the various breeds of cattle. During Dr. Clark's leave, Dr. C. E. Shelby will be acting co-ordinator.

New Meat Tenderizing Method Employs Ultrasonic Waves . . .

Meat packers may one day soon be able to supply consumers with meat of relatively uniform tenderness on a production line basis. The Reflectone Corporation of Stanford, Conn. has developed a new process utilizing ultrasonic waves to tenderize meat and other foods, reportedly without causing change of taste or color of the product. Food products are first frozen to a rigid state, guaranteeing retention of original shape and natural juices, and then immersed in a brine-filled tank and subjected to vibration through use of a transducer that produces sound energy in the sonic or ultrasonic range.



George H. Cross, Jr., and a composite of the prize-winning calf in the Junior American National beef slogan contest. George H. Cross III, past president of the Junior group, donated a calf or its cash equivalent for the contest. The winner was Mrs. James Crowe of Denver with the slogan "Be Brief . . . Eat Beef," chosen from almost 5,000 entries. Her winnings amounted to \$108.40 which was the average net realization for one head out of a shipment of 88 calves. Three lots of the steers weighed 408, 455 and 325 pounds and sold at \$35, \$30 and \$28, respectively; 41 heifers averaged 399 and brought \$25. Young Cross writes: "As you can see by the weights, grass is better than it has been for years." Dale Robinson, Ralph, S. D., president of the Juniors, presented the check to Mrs. Crowe.

CLASSIFIED AD DEPARTMENT

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